

381.05
SAI
V.6

GREATER ST. LOUIS

OFFICIAL PUBLICATION of the CHAMBER of COMMERCE
and AMERICAN RETAILERS ASSOCIATION



THE LIBRARY OF THE
SEP 25 1924
UNIVERSITY OF ILLINOIS

VEILED PROPHET NUMBER

**THE UNIVERSITY
OF ILLINOIS
LIBRARY**

381.05
SAI
V.6

The pages which are missing were removed because they were advertisements

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 5TH AVENUE NEW YORK 17, N.Y.

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

September, 1924

Number 1

TABLE of CONTENTS

VEILED PROPHET ENTERING BALL ROOM.....	2
WHAT IS YOUR VOTE WORTH?.....	5
By Paul V. Bunn	
V. P. TO DRAW MANY MERCHANTS.....	6
HISTORY OF V. P. ORGANIZATION.....	7
MARKET BUYING CONTINUES.....	8
FIRE PREVENTION WEEK, OCT. 5-11.....	9
MONTHLY BUSINESS REVIEW.....	10
By Archer Wall Douglas	
ST. LOUIS WEATHER AN ASSET.....	11
SALES IDEAS AND ITEMS.....	12
IMPORTANCE OF EXPANSION ENABLING ACT.....	13
LEADERS REPORT GOOD BUSINESS.....	14

OFFICERS

W. PALMER CLARKSON, President.
MELVILLE L. WILKINSON, First Vice-President.
CARL F. G. MEYER, Second Vice-President.
BAXTER L. BROWN, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER E. D. NIMS
JOHN H. GUNDLACH HARRY F. STIX
HAROLD M. HESS JOHN B. STRAUCH
LOUIS F. LUMAGHI F. W. A. VESPER
ROBT. L. NIEDRINGHAUS LUTHER T. WARD

Terms Expire November, 1924.

L. GUY BLACKMER D. H. KREMER
HENRY A. BOECKELER GEORGE F. POWELL
*O. L. SWANZEY WALTER L. RATHMANN
R. VERNON CLARK *RICHARD T. SHELTON
J. HENRY CONRADES JOHN F. SHEPLEY
*F. ERNEST CRAMER PAUL J. WIELANDY
LOUIS E. DENNING

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—

L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
Emil Ritter, Jr., Chairman;
H. S. Tuttle, Manager.

INDUSTRIAL—

Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. OF C. BUREAU—
Andrew G. Mungenast, President.
Dwight Holmes, Secretary.
MEMBERS' CONFERENCE—R. T. Shelton, Chairman.
W. Scott Hancock, Vice-Chairman.
MEMBERSHIP—Paul Y. Versen, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter C. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—O. L. Swanzeay, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE.

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Build with TERRA COTTA for Beauty



Capitol Theatre, Hamm Bldg., St. Paul, Minn., C.W. and Geo. L. Rapp, architects.

The Beauty of Terra Cotta is Striking

It is a simple matter to give striking individuality to any building by the use of Terra Cotta—and to do it at modest cost.

Terra Cotta offers a medium for individual and beautiful effects—in artistic designs and in rich color combinations. Terra Cotta is unequalled for beauty and for permanence. It is indestructible and is easy to wash or clean—for Terra Cotta is finished with a glaze that is fired into the clay and endures for ages.

Before you build, learn more about Terra Cotta. The Terra Cotta Service Bureau, 128 North Wells Street, Chicago, will co-operate with you, your architect and your builder—and will do so without charge and without obligation. Write the Bureau for detailed information and photographs showing a wide range of beautiful designs in Terra Cotta. Or, telephone Dearborn 4251.

Build with TERRA COTTA for Beauty

Greater St. Louis

Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association

Volume 6

September, 1924

Number 1

What Is Your Vote Worth?

By Paul V. Bunn, General Secretary

ONE of our sins is the habit of "letting George do it". This applies especially to the lack of interest shown by high grade men and women in failing to use that "inalienable right" of voting.

We read the headlines about political affairs and say, "Gracious! How rotten it is!", and then we stay away from the polls, thus doing the very thing that enables the rottenness to exist.

Any person who is eligible, and who will not take the trouble to register and vote at the proper time, ought to be heartily ashamed. If he persists in it, he ought to be disfranchised.

The professional politician, who makes a living by keeping up with things political, is always on the job. He makes it a business. He not only registers and votes, but he gets others to do likewise—if assured they'll vote "the right way". Meantime, millions of us act as if this is none of our affair. We must go down to our offices and make some money, and all we can do is to kick about the result after it is too late.

Four years ago, 1,330,636 Missourians cast their ballots for President, but there were 638,450 eligibles who stayed away from the polls. Thus, one-third of our voters failed to vote. That's a bad record, and it doesn't help much that there are a dozen states with still worse records.

Do you realize that this "stay-at-home" vote holds the balance of power in any election where the vote is close? When Wilson was elected, for instance, he received a majority of only 5,000 votes in California. But, there were probably 200,000 California voters who did not go to the polls. If they had gone, they would have increased his majority, or else his opponent would have won. Had Wilson lost either California or Missouri, he would not have been elected. And, in each state, the "stay-at-home" voters outnumbered his majority by more than 20 to 1.

In our last State election the ballot carried an amendment giving the voters of St. Louis City and County the right to decide whether the City limits might be extended. In the whole State that amendment lost by only 16,000 votes; and yet only 48,000 St. Louis voters (out of 300,000) took enough interest in it to vote. Those who did go to the polls voted 3 to 1 in favor, and, on that basis, if only 75,000 had voted, the amendment would have won. As it is, we have to try it all over again, at an expense of about \$50,000. So, you see, the real "balance of power" lies in the hands of those who ordinarily do not vote.

The "Right of Suffrage" is not only a right—its exercise is a personal duty. Our forefathers fought for you to have that right; was their fight in vain?

The first thing to do is to register! The polling places will be open for this purpose on September 22, 23, 24 and 25. Make it your business to go there on one of these days. The fact that you have been registered in the past, and have not moved, will not do. Entirely new registration books are made this year. This will be your last chance.

Then, being duly registered, go to the polls in November, and vote. It will do no good to try to vote unless you register this month.

You have no "business" so important as deciding who shall be our representatives in Government. Realize your duty, and discharge it. Shirking it is just as bad as voting for an unworthy man.

This applies not only to you, but to your family, and to your employees. Whether you have ten or ten thousand employees, impress upon all of them, that they should do their part. Don't try to force them to vote for any particular candidate or party, but do all you can to get them to cast their vote—for somebody.

Previous Registrations Don't Count.
Everybody Must Register September 22, 23, 24, 25.

597490

Veiled Prophet Celebration to be Held For Two Evenings Instead of One

Parade to be Tuesday Evening, October 7, and Ball Following Night—Low Rates Granted by Railroads from Various Points in St. Louis Trade Territory

WHEN the Veiled Prophet comes to St. Louis, his chosen city, next month, for his forty-sixth visit, he will find the most elaborate preparations ever made in his honor. For, night and day, his loyal subjects have been working, until pretentious plans have been perfected and now are in process of being worked out to the delight of every one.

The streets over which the Prophet's retinue will travel on the first night of the celebration, October 7, will be masses of buntings and decorations flying gaily from buildings and trolley poles; great crowds of St. Louisans and visitors to the city will line the streets and from the beginning of the pageant, in Ranken tract, until the end, will be a great outpouring of fealty on the part of the Mystic Visitor's subjects, in his honor.

In former years the parade was followed by the Veiled Prophet's Ball at the Coliseum, but this year the ball will not be held until the following night, the celebrations having been changed to take in two evenings instead of only one, as has been done in previous years. It is expected that with this change in plans, more time can be given to both phases of the Prophet's visit and that the celebration this year will be the most elaborate and successful ever held in the famed visitor's honor.

The ball will be held the evening for which it is scheduled, regardless of weather conditions. Should inclement weather



The Queen Approaches the Throne

be had the evening of the parade however, this event will be postponed until the first subsequent evening on which the weather is fair.

There will be 75 maids and 75 matrons of honor to escort the Queen of Love and Beauty, who will be chosen by the Prophet at the ball. An escort of four special maids will accompany the Queen to the dais. A system of flood lights is being installed in the Coliseum, by which an unusual lighting effect will obtain as the Queen approaches the throne. As the Queen enters the ballroom, all lights will be subdued, and the flood lights, on the stage, will be gradually turned on brighter and brighter as the queen approaches, until, as she reaches the dais, she will be flooded with the batteries of lights.

As the result of negotiations conducted by the Traffic Bureau of the Chamber, the railroads in the Western and Southwestern Passenger Association Territories have announced that they will make excursion rates for the celebration, as follows:

FARE—Open rate of fare and one-half for the round trip, sufficient to be added to make fare end in a full cent.

TERRITORY—Reduced fares to apply from all points within a radius of 150 miles of St. Louis within jurisdiction of the Western and Southwestern Passenger Association.

DATE OF SALE—Tickets to be sold for trains arriving St. Louis, afternoon Monday, October 6, for all trains arriving

(Continued on Page 28)



Veiled Prophet Mysterious as Ever on Forty-Sixth Visit to Chosen City

Publicity on Vast Scale Has Been Given Pageant and Ball, But Never a Line to Public-Spirited Citizens Who, Each Year, Make Event Possible

By BEN F. BURCH
Of "The Times" Staff

THE Veiled Prophet, like the Creator of the Universe, works in mysterious ways his wonders to perform.

The story of the Creation of the Earth and the vegetable and animal kingdoms, the mystery of mysteries, than which nothing else could even begin to compare in human interest, was told in but 809 words, the purpose of the Creator and the methods of His Wonderful work being omitted in the narrative. Secrecy in that respect was the Divine Will. The story of the Veiled Prophet has never been fully told. The only account of a meeting held in its interest was an item of 266 words, marked "Confidential," in which it was stated that quite a well-attended meeting of "prominent gentlemen" had been held the evening of March 20, 1878, in the Lindell Hotel, the object of which was to promote the interests of St. Louis.

The story of the creation of the gorgeous floats and of the dens where they were made ready for the annual processions never has been told. Year after year for nearly half a century the reporters merely have mentioned that the Monarch of the Fall Festivities merged from his den at a certain hour in the evening at the head of the floats. The spectacle was the thing to describe. How it came about did not seem to matter much.

Five men signed the call for the meeting to organize the association. They were John B. Maude, John A. Scudder, George Bain, John G. Priest and D. P. Rowland. All are dead, but their mysterious and wonderful creation, exemplifying the spirit of St. Louis, the Magic City, like Tennyson's brook, goes on, may it be said, forever.

The secrecy of the association, the charm of the spectacle and the unvarying rule never to appeal to the public for funds, are given credit for the success of the undertaking and its continuance through the 46 years that have passed.

Publicity on a vast scale has been given to the pageant and grand ball; not a line to the public-spirited men who made it possible. The dens—there have been three—were barely mentioned—just enough to give the Prophet's Parade a starting place.

The designers of the wonderful floats and the men who built them were kept in oblivion. The pageant was based on mystery never to be fathomed, and the original plan has been adhered to rigidly.

The original den site is now occupied by a lumber yard, the second by a garage. According to rumor, the construction of the floats, elaborate in detail, was begun early in each succeeding year, and continued without interruption until the Prophet appeared in the den to mount his throne.

Every garment worn by those participating in the pageant has been made in St. Louis, except in the early period in the fall festivities, when some of the most costly costumes were imported from Paris.

It is not known whether robes were borrowed from New Orleans with floats the first year. The Prophet's robes were made of heavy satin, trimmed with gold and lined with silk. Everything he has worn was the finest that could be obtained and every article was made new each year.

The Prophet is as silent as a Sphinx. The multitudes on his line of march have never heard the sound of his voice. They have only seen him wave his magic wand and nod in

response to the cheers of his delightful subjects. Mystery, Silence, Love. These were the supports to his throne. There has never been a Veiled Prophet II, so far as the public know. Doubtless a number of men have assumed the role of Prophet since 1878.

Only the matrons and maids of honor and the Queen of Love and Beauty whom he crowns, choosing a new one each succeeding year, are known to the admiring hosts of spectators.

The custom of crowning the queen came from a similar ceremony at the original St. Louis Fair, held every fall on the site of the present Fairgrounds Park.

The first floats of the Veiled Prophet were borrowed from the Mystic Krewe of New Orleans, where they had been used in the Mardi Gras celebration. The tableaux of 1878 featured the

Festival of Ceres. The floats were obtained by Col. Slayback and Capt. Gaiennie, former residents of the Crescent City.

Many packets were still plying the great river then, and the Veiled Prophet, from the land of the sun, made his first nocturnal appearance here on one of these floating palaces. His first den was at Twelfth and Market streets, opposite Washington Park, now the site of the City Hall. The first Union Station was near—just east of the Twelfth street viaduct.

When the present magnificent Union Station was erected on Market street from Eighteenth to Twentieth, the den was moved to a place close to it at Twenty-first and Walnut streets. There it remained until its removal to Twenty-ninth and Locust streets, near the St. Louis Clubhouse of that period and the Coliseum. There it stayed until about a year and a half ago, when again it was moved to Market street and Ranken avenue, 3400 west. There His Majesty mounted his throne last October, after making his first daylight appearance, having come from his mysterious abode in an airplane. This was an innovation. He landed at Bridgeton, in St. Louis County, to witness the air races. Thence he proceeded in an automobile to his den on Monday, a day ahead of his accustomed schedule, which had been on the night of the first Tuesday in October. Taking notice of the expansion of his beloved city he led a special parade through the beautiful West End.

Looking backward, the three dens are seen as landmarks in the marvelous growth of the city. When the den was at Twelfth street that broad thoroughfare was the western limit

Prophet to See City's Growth

THE Veiled Prophet, when he comes to St. Louis this year, will see more changes and more indications of the city's growth and expansion. Old, familiar landmarks which, perhaps, had become dear to his heart, rapidly are being replaced by great buildings jutting toward the sky and doubtless the Prophet each year rubs his eyes and wonders at the strange rapidity of it all. But the hearts of his loyal subjects never change. Each year he finds them in rows of thousands, lining his parade route and making obeisance as a mark of their regard and respect for him.

Veiled Prophet Celebration to Bring Many Merchants to Market

Fall Buying Season, Just Ended, was Longest Period of House Buying in History of Market—Some Buyers Made Several Trips During Season, Replenishing Needs

THE fall market season in the St. Louis market this year extended a longer period of time than any previous house buying season with merchants, in some instances, making two and three trips to market, according to executives of the St. Louis wholesale houses.

Merchants still are coming into the market and it is expected that the number of buyers here during Veiled Prophet week will be considerable. All the wholesale houses are sending circulars announcing the fall festival to the trade in the St. Louis territory and many merchants already have signified their intention of being in market during the festivities.

A busy and gratifying fall market season, with prospects of a still better season to follow, is the consensus of opinion of the shoe, millinery and ready-to-wear wholesale houses.

The business depression of several months ago has been replaced by a general feeling of optimism, the result of universal good crops, low money rates, favorable political outlook, merchants' low stocks and a surprising quota of buyers from the south and southwest.

"The biggest season in eighteen years over a corresponding period of the five weeks preceding September first, with the largest number of buyers, has been our experience," stated H. O. Simon, treasurer and sales manager of the Marquette Cloak and Suit Company, women's ready-to-wear specialty house. "The buyers are still coming to market although the season is supposedly closed, which makes more buyers than any time in a decade. Buyers want to come to St. Louis now. The Opera and the Fashion Show are strong drawing points, to put these things on the map."

J. B. Bradshaw, president of the King-Brinsmade Mercantile Company, commented favorably on the past season.

"We are looking for a good business for the remainder of the year," he stated. "Buyers were slow in coming, the fall season was late, but conditions picked up splendidly. Stocks of millinery are not heavy, and farmers will soon have more money from their crops."

At the Brown Shoe Company the past season was declared the best in their annals. "There were more customers here than ever before," Clark Gamble, assistant sales manager declared. "In all shoe history I've never witnessed a season like the past one."

H. W. Ostermeier, merchandise manager of women's and children's shoes at the Brown Shoe Company, likewise commented on the season as follows:

"Ten thousand pairs of our Dixie Tie Oxford were sold in one week. We featured the model at the Style Show and it has gone over big. Plain pumps are also gaining rapidly in popularity.

"Prices of raw materials in certain leathers increased but St. Louis manufacturers offset that condition by increased production but not increased prices in their goods. "Contrary to last season, black patent footwear is leading, with satins and tan calf following. Lighter weight shoe patterns are plainer in design."

Brown Shoe Company salesmen are now on the road exhibiting goods for the spring of 1925. Encouraging reports and orders are already coming in, Ostermeier said.

Popular-priced trimmed goods have constituted a better selling feature this year than last at the Rosenthal-Sloan Millinery Company.

"This department has been enlarged and the trimmed hat featured. It has succeeded in spite of a scarcity of experienced trimmers," declared S.

Hasgall of the sales department. The factory conducts a highly specialized school for milliners. "Otherwise the season has been about the same in our other lines. Retailers are now beginning to do business through our salesmen and the mails and a few have returned for a second trip to the market."

Rosenthal-Sloan has sent thirty-eight salesmen on the road through the south and southwest.

L. H. Blase, president of the Gaier-Stroh Millinery Company, reported a normal market season, with direct results from the Fashion Show.

Gold trimming is being featured extensively on their trimmed models, he said.

"The most remarkable market season for years on Washington Avenue with more customers than ever before, some brand-new ones and others who have not come here to buy for years," was the statement made by J. W. Harris, president of the Harris-Polk Company, wholesale manufacturers of men's headwear, the Worth and Thoroughbred hats and Pep caps. "Our thirty-five salesmen are on the road sending in orders for immediate use as well as for spring."

Their factories are conceded to be the largest west of the Alleghany mountains—having an output of from 75 to 100 dozen hats a day throughout the year. The Centemari Glove, a French importation, is having its second season with the Harris-Polk Company and is selling much faster than expected.

The N. Friedman and Sons Cloak Company report a splendid season, with prospect for the coming one even better. Burnt rust and rosewood are the colors being advanced by this company in women's ready-to-wear.

"The gains over last year are very encouraging," stated L. K. Kane of the Rice-Hutchins Shoe Company of Boston and St. Louis, makers of women's and men's and children's dress shoes. Prospects are fine, too, with a gain on the road over the last few years. Our leading women's model is the Southern Tie Oxford, a simplified style of shoe."

As a shoe style originating center, St. Louis is developing by leaps and bounds, according to Bert Barnett, advertising manager of the Friedman-Shelby Branch of International Shoe Company. "People are looking to St. Louis for styles now instead of looking exclusively to Boston and New York. This fact of style development has made a growth in the St. Louis shoe business.

"We expect a bigger season than even the fall season, which exceeded that of last year."

Merchants Expected for Celebration

ONE of the features of the Veiled Prophet Celebration this year is expected to be the large number of retail merchants who will take advantage of the opportunity for a trip to market, during which business and pleasure will be combined. All of the wholesale houses are sending out announcements concerning the Fall festivities and a number of replies already have been received from merchants saying they will be here for the occasion.

Fire Prevention Week, October 5 to 11, to be Observed With City Wide Demonstration

Harold M. Hess, Chairman of Fire Prevention Committee, in Charge of Plans Which Include Work in Schools, Churches, Homes, Theaters and all Public Buildings to Reduce Fire Hazard

FIRE Prevention Week, from October 5 to 11, will be observed in St. Louis with a city-wide demonstration this year, announced Harold M. Hess, Chairman of the Fire Prevention Committee of the St. Louis Safety Council and Chamber of Commerce, who has been appointed general chairman of the Fire Prevention Week Demonstration Committee. Plans embrace a scheme of co-operative effort between all civic clubs and organizations, schools, churches and motion picture houses and parts of the campaign have been delegated to certain interests in the city for supervision.

M. E. Holderness and Chas. E. Williams, representing the Kiwanis Club, pledged the co-operation of that organization and accepted the assignment of assuming the part of the program dealing with the schools.

A copy of the syllabus on the subject of fire prevention issued by the National Fire Protection Association will be supplied to the teachers of all public, parochial and private schools, so that some systematic plan of safety instruction may be given by teachers in the schools for a few minutes each day during the campaign. It is planned also to have members of the Fire Department address meetings of school children.

Home inspection blanks inquiring into the condition of the homes of the city will be distributed to the homes through the school children, with instructions to have them filled out and returned to the schools where they will be forwarded to the Fire Department so any unsafe conditions may be eliminated.

It is expected that many schools will co-operate in staging safety playlets or other demonstrations on fire prevention during the campaign, and Mr. Holderness has offered a silver loving cup to the school room which will stage the best fire prevention demonstration.

It is also planned to have Boy Scouts form themselves into the Junior Fire Prevention League, whose duty it will be to inspect the premises of school they attend as well as their homes and report to firemen in their district on any conditions which may cause conflagrations.

The matter of having fire drills at the various schools during the campaign will also be taken up with the school authorities.

John J. Maddox, Superintendent of Instruction, St. Louis Public Schools, will be asked for co-operation by the Kiwanis Club, who will supervise school activities.

Dr. Arthur Armstrong, Secretary, Church Federation, stated the churches would be glad to co-operate in giving messages on fire prevention from the pulpit on Sunday, October 5, the first day of the campaign. He will also encourage co-operation among the Young People's Societies and Sunday Schools, at their meetings on this Sunday.

Slides bearing a message on fire prevention will be displayed in many motion picture houses, through the co-operation of the Motion Picture Exhibitors' League, of which Joseph Mogler is president. A number of fire prevention films procured from the National Safety Council will also be displayed in many theaters.

Thousands of posters bearing a striking message on fire prevention, with a picture of a mother with a child in her arms standing at the window of a burning building, will be distributed through the co-operation of the Associated Retailers, and the Advertising Club plans to supervise the further distribution of these posters to the churches, on and inside of trolley cars, on busses, etc.

A four-page leaflet containing "The Story of Fire Prevention Week", will be distributed through the co-operation of the Women's Chamber of Commerce, into thousands of homes in an effort to get everyone to realize the purpose of the values to be gained from this fire prevention demonstration.

Thousands of stickers will be distributed among the clubs and organizations for use on correspondence prior to and during the campaign. Several thousand windshield stickers bearing a fire prevention message will be distributed for use on automobiles and trucks.

The Missouri Inspection Bureau and St. Louis Fire Prevention Bureau have expressed a

willingness to co-operate in rendering free fire inspection service to industries during the week and following it. The Manufacturers' & Merchants' Association will co-operate in this enterprise.

The Junior Chamber of Commerce will place at the disposal of those in charge of the campaign the members of their Speakers' Bureau and also will assist in the work of rejuvenating the old Four Minute Organization which has worked very effectively on a number of past campaigns, their last principal use having been during the Bond Issue Campaign. Members of this Bureau will address many meetings of clubs and organizations and industries during the campaign.

Plans for the campaign also embrace a fire prevention demonstration which will be held under the direction of Fire Chief W. G. Panzer, and will probably be held on Twelfth Boulevard between Locust and Olive streets. Life saving demonstrations will be a part of this program and the agility with which firemen perform their duties will also be a part of this display.

Many meetings will be held during the week among the various types of organizations with fire prevention as the subject to be presented. Notable among these meetings will be the opening of the Foremen's and Superintendents' Course of Instruction of the St. Louis Safety Council, which will be held at Community Center, Grand boulevard and Vista avenue, on Friday evening, October 10. A splendid program has been arranged with addresses such as "The Need and Meaning of Fire Prevention", and other important fire prevention topics.

Radio talks will be broadcasted from Stations "KSD" and "WCK" during the week by prominent authorities on fire prevention. It is planned to secure the co-operation of Governor Hyde, and Mayor Kiel, in asking that proclamation designating the week of October 5 to 11 as Fire Prevention Week.

"A campaign such as we plan to conduct should mean a great deal to St. Louis", said Chairman Hess, in discussing the

(Continued on Page 31)

Fire Prevention Week

EVERY St. Louisan should be deeply interested in the work outlined by Chairman Hess. As is pointed out by him, fire waste touches all of our purses and it is only by a reduction of this vast, annual loss that a lowering of fire insurance rates can be brought about. The work being done by Chairman Hess and his committee commands the wholehearted sympathy and support of every one.

The Business Situation Here Grows Better

Archer Wall Douglas, in Article Written for "Greater St. Louis", Points Out That Definite Change for the Better Affects Multitude of States—Texas Now Offers Best Hunting Ground for Business

By ARCHER WALL DOUGLAS

A LONG in August there came a definite change for the better in the Saint Louis trade territory which covers a multitude of states. This is especially true of Kansas and Oklahoma which have far larger grain crops than last year, to which Oklahoma adds a cotton yield nearly twice as great as twelve months ago.

If the farmers of these two commonwealths are sitting on the top of the world at present they are doing so in most modest and common sense fashion by paying up all their obligations, and getting square with the banks before so much as buying a new automobile.

Much the same story is true of Arkansas, Mississippi, Western Tennessee and Alabama where the crops last year were mostly poor save in scattered spots, and where their only salvation was a good cotton yield which has fallen to their lot this season. Even though the prices are about one-third less, the production is nearly double. The principal difficulty all through the South and Southwest is that the long summer drought burnt up most of the corn and feed stuff, both of which will have to be bought at high prices from the Central West, and it is well that there is cotton money enough for this purpose.

Of all the Southern states west of the Appalachian Range, Texas is the only one which prospered in agricultural ways both last year and this, and which offers today the best hunting ground for business of all the forty-eight commonwealths. Those who are personally familiar with the effect of the prolonged drought on the growing cotton do not believe that the Texas output will be as large as the Government estimate of September 8 indicates, by at least 250,000 bales, but the total yield, probably 4,000,000 bales, will be sufficient, and about one-third of the total production of the country.

The agricultural story of the Southwest and Central South today is largely that of reduced yields in most farm commodities, because of most unfavorable weather, but with a crop of cotton of sufficient volume and prices to more than make up the difference.

But if Nature is kind to the South in this respect, compared with what she handed them out last year, she has reversed matters in the Central West, especially that portion east of the Mississippi river. In Illinois, Indiana, Ohio and Michigan the grain crops are appreciably less than last year, though much higher prices somewhat modify the situation.

The four states of Illinois, Indiana, Iowa and Ohio show a decrease in the production of corn of 271,000,000 bushels this year as compared with a year ago, while the story of the entire country is a harvest of 3,046,000,000 bushels in 1923 contrasted with an estimated yield of 2,515,000,000 bushels this season. A serious feature of the situation is the lateness of the crop, which means that much of the corn will not mature before frost, and will be used for fodder or silage. Consequently, the amount of merchantable corn will be less than in a long number of years. A crumb of comfort is found in

the fact that the price of corn will be correspondingly high in relation to its reduced yield. This will affect about fifteen per cent of the production as the remainder is consumed on the farm for feed for livestock. High priced feed should mean high priced cattle, sheep and hogs, as it probably ultimately will, though so far, advances have largely been confined to hogs because of their smaller numbers than last year, somewhere between 15% and 20%. Another bit of consolation in the

Central West is in the very large crop of oats in all the states, about ten per cent greater than twelve months ago, and at much higher figures. They will be much used as a substitute for feed for the more expensive corn.

Missouri is rather better off than her sister commonwealths in the Central West across the Mississippi, and Iowa on the North. Southeast Missouri, in especial, comes back with a cotton crop nearly twice as large as a year ago; what does not seem to be generally realized is that Missouri cotton farmers have always been among the most efficient and intelligent in the United States both as to the high grade of the fiber, and the production per acre. In the latter respect, they are invariably in the first column, either heading it, or a close second, and with a batting average that sometimes runs as high as 360 pounds per acre,

against an average for the entire country of about 175 pounds per acre.

Lead and zinc mining in Missouri and in the Miami district in Kansas, Oklahoma and Arkansas is full of activity and with good prices for ore. Much of this is due to the demand for these two metals caused by the great output of automobile batteries, and lead conduits for electrical wires.

Out in Colorado, mining is doing well but agriculture is a mixed proposition of very dry spots, and of irrigated regions where crops are good. No one knows how dry it is further westward where the Plateau, Mountain and Pacific states for months were in the grip of one of the most severe and far reaching droughts in their history. Matters are better now, owing to much scattered rainfall, but in some sections the crops are hurt past recovery.

Industrial life will yield the lead to agriculture this fall and spring as higher prices for farm products will furnish the chief impulse to greater manufacturing output because of the largely increased buying power of the farmer. This influence will be felt in every section of the Saint Louis trade territory, and even more next spring than during the fall.

Yet withal, we need not delude ourselves as to the coming of that prosperity (in the real meaning of the term) which is industriously prophesied by some in high authority, and evidently for public consumption. The prospect is good enough as it is, even though there is a long, long road a winding to the realization of one of those eras of economic activity and expansion which mark the course of our national life. But we are certainly on the road, and that should make us entirely content.

Mr. Douglas Now Writing For "Greater St. Louis"

"GREATER St. Louis" takes great pleasure in announcing that Archer Wall Douglas, one of the leading analyst and writers on economic conditions, hereafter will prepare articles on the business situation regularly for this publication. Mr. Douglas for some time has been a contributor to national publications, and business men throughout the United States have followed his articles regularly. In his articles in "Greater St. Louis", Mr. Douglas will treat conditions particularly from the viewpoint of St. Louis and this city's trade territory.

St. Louis' Summer Weather Compares to Her Credit With That of Other Cities

Summer Temperature Here This Year Was no Worse Than That of Any Other City and it Was Better Than That of Some Large Centers

WHAT is the truth about St. Louis weather?

That St. Louis summers are hot and unbearable is a popular fallacy with out-of-towners, and also, it must be admitted, with certain members of its own citizenry. And it is a fallacy! Almost a product of the imagination!

Can a city with an average, or mean, temperature of 75.5 degrees, with a relatively low humidity average, be the stifling, enervating place of popular fancy? For that was the record of the summer of 1924, the coolest and most pleasant one since 1915. Coolly considered, a mean temperature of 75.5 is not very mean. Yet many St. Louisans, and people coming to St. Louis, between the thirty-first of May and first of September, find "the heat" and "the humidity" a topic of conversation to rival Hornsby's home runs or the performances of the Muny Opera.

Yet what about St. Louis humidity?

"In comparison with most of the other big cities, particularly those situated near bodies of water, the humidity here is low. Summers are, in comparison, dry in Missouri." This statement of fact comes from Montrose W. Hayes, meteorologist and "weather man" for St. Louis, who keeps daily records of weather data on top of the Railway Exchange Building.

"Furthermore, we very often have a good breeze. This past summer saw high pressure areas, bringing coolness, moving in from the Northwest. Why it arises and moves down here one summer and not the next, we are unable to determine. And consequently cannot prophecy as to similar or dissimilar future conditions of the kind. For example, a prophecy has been afloat that there will be a summer frost in a few years like that of 1816, which was supposed to be nation-wide. I carefully investigated that report and found no valid support for it. There was evidently a frost during summer in New England.

"St. Louis' predominating breeze is from the south, the gulf, of course. In my opinion, St. Louis is more comfortable in summer than any other large city that I know of, since the depressing effect of customary summer humidity is lowered. However, that is somewhat a matter of temperament and taste," concluded Hayes.

The average this year of 75.5 for June, July and August (considered as the summer months) has not been beaten since 1915, when the average was 72.9. Preceding that year, the coolest summers were those of 1875, with an average temperature of 74.2; 1882, with 75.3; 1883, with 75.2; 1889, with 74.6; 1891, with 75.1; 1904, with 74.2; 1910, with 74.8; and 1912, with 75.1. Therefore, since 1873, when records were first made, the coolest summer is that of 1915. The warmest summer was that of 1901, with an average temperature of 82.7 degrees.

"Fair and warmer" is the classic and undying summer phrase of the weatherbirds of most cities, but for

St. Louis, statistics could be made to spell "cooler and cloudier."

In the monthly meteorological summaries for St. Louis are contained the maximum, minimum and mean temperatures for each day. For the month of June, the lowest registration of the thermometer on top of the Railway Exchange Building occurred on the second, with a temperature of 54 degrees. On June first was recorded the lowest daily average tempera-

ture of 62. The highest point reached by this same thermometer in June occurred on the nineteenth, with a temperature of 92.

The highest daily average for the past June came on the twenty-fourth, with a temperature of 84. And that isn't bad, is it? The average for the month read a satisfactory 73.3.

Likewise June was wet, with a total rainfall of 6.8 inches, which is 2.33 inches above normal. However, a few other Junes have revealed an even greater precipitation.

Now the temperatures of July were not worthy of worry and discussion, either. The lowest point reached by the thermometer for that month read 55 degrees on July third. The lowest averages tied in July, as the second and third both made a record of 64. The highest temperature for a day in July occurred on the twenty-first with the mercury running up to 93 for a

few hours. Again, for the highest average temperature, there was a tie on the twenty-first and twenty-ninth, as each recorded 84 degrees. The average for the month reached only 75.

Rainfall in July came to 3.62 inches. This was only .19 of an inch above normal, popular opinion to the contrary.

In August, as might be expected, came our hottest days. On the twenty-seventh was registered a temperature of 95. The highest average temperature for August of this year was 86, which occurred on various days throughout the month. The lowest average was 70 degrees on the eleventh and twelfth, with the lowest individual temperature being 60 degrees on the eighteenth, in the "wee, sma' hours" of the morning. The average for the month totaled 78.2.

The rainfall for that month was above normal by only 1.24 inches in spite of frequent storms. The total precipitation was 3.9 inches, a slight increase over July.

The city in summer has certain other advantages, ordinarily quite unsuspected by city-dwellers. The smoke in the air, while it pollutes, also keeps the sun's rays from penetrating directly and immediately, whereas in the country there is nothing to keep those rays back, according to Hayes. Consequently, the temperature runs up higher in the country than in the city, and it runs down faster and lower.

Therefore, why not, when outsiders, and those few insiders, get "all het up" over the heat, cool them off with a few meteorological statistics.

St. Louis Weather Ideal

ST. Louis' "Houn' Dog", which almost every one has been kicking around, for many years has been her weather. It seems, when this topic is broached by many, sight is lost entirely of the fact that, month in and month out, the St. Louis climate is far superior to that of other large cities and only her alleged high summer temperatures are mentioned. But truth gradually is replacing the countless libels hurled at St. Louis' summer weather and we stand proudly on our record of this summer—mindful of the fact that our weather was better than that of most other cities and that it was no worse than that of any city.

Retail Selling Ideas and Inspirational Items that May Prove of Value

New Display Methods, General Sales Helps and Guiding Lights for Successful Careers Written Especially for Readers of "Greater St. Louis"

Taking The Store Out

The advertising manager of the Armstrong Cork Company which makes linoleums, tells how a dealer of that company who ranked a bad second in a small city, buying only \$2000 worth of goods in 1918, is this year buying twenty-five times that much. The reason for the drastic change is because this dealer used to be satisfied to wait for people to come in and ask for the goods. But now he sends his salesmen out to prospects' homes and offices to talk to them there. Instead of selling linoleum by the yard, he sells whole floor-coverings of it.—The big majority of dealers think that, because they have a store, the scene of their selling activities should never be outside. Today it is probable that more pianos, washing machines, and talking machines are sold at the buyers' headquarters than at the sellers'. This list will lengthen and not wholly among those who sell merchandise which runs up into big money either.

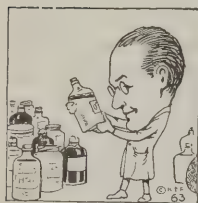


The Battle Cry

Does your business have a battle-cry? It would be difficult to overemphasize the latter's potential value. Call it a battle-cry or a business-slogan—it is all the same thing. Nations win wars, mobs are moved, advertising campaigns are won, employees are enthused on the basis of slogans. "Remember the Maine" did more to win the Spanish War than regiments of men. "They Shall Not Pass" was a host in itself when the Germans pressed on Paris. "The Full-Dinner-Pail" was formidable in politics. "Every Day in Every Way", etc., puts Coueism into understandable form. "Ask the Man Who Owns One" visualizes Packard. "The Million Dollar Look" has made a clothing business. Your business without a battle-cry is like a football team without a cheer. Your business needs a rallying-cry for its supporters both sides of the counter. A public which can respond with very little sentiment for "Jones, Florist" can find itself atune with the sentiment: "Say it with Flowers" and with Jones's as the local headquarters for that sentiment.



Old Mother Necessity



Out of 800 chemicals which before the late war were considered unobtainable except from Germany, today 600 are available from sources here at home. Aside from our surprise that there are as many as 600 chemicals altogether, the information brings home anew the truth of the old adage: "Necessity is the mother of invention."

Great authors and composers like Poe and Beethoven and a host of others seem better producers when their whole world is against them. How often does the business men get just the right type of lieutenant when the chances of getting any assistants at all worthy of the name seem blackest. And how often does the manufacturer find he has perfected his product at the very time when the chances for it seemed slimmest. It is characteristic of us humans that we accomplish the "impossible" only when we "have to".

Needless

Somebody, mathematically inclined, has figured out that the unpronounced letters in our eccentric spelling of the English language increase our printing bills unnecessarily by \$20,000,000 a year. Because it is "bought" when it might be "bot", "phthisis" when it might just as well be "thesis", because it is "phlegm" when it might be "flem", we are out of pocket every year at least twenty-five cents per capita. In addition, much news is crowded out of our newspapers for lack of space because of this same spelling.—But what are you doing about the little leaks of business which also mount high in the course of a twelvemonth? There is, for instance, the "only-a-minute-late" employee whom a time-clock would check up. There are the many needless motions of workers which the efficiency engineer would recognize and correct. There is the great misunderstanding and the great lack of cooperation between competitors in many industries which necessitates that each competitor repeat the other's costly mistakes because he has no ready means of mutualizing what each learns.



"Now" has been called the most valuable word in the vocabulary of the merchandiser. "Do it now" is but a longer form of the same thought. If our lives were not so complex, if so many diverting interests and subjects were not continually competing for the interest and reaction of those who are our prospects, the necessity for exacting favorable decisions upon the spot would not be so great. But, with things as they are, any legitimate action on the seller's part which will vitalize the fear that delay may mean lost opportunity is valuable. A New York retailer had a window letterer paint a gold band around a space measuring about eight inches by twelve and put above it the words: "Today's Special" on the plate glass of his show-window. In the space he pastes a neat sheet offering a staple article at a special price. This he changes every day. These offers are worth while ones. One has to come to the store to know of them. His customers realize this and act accordingly.

Out of Stock

A well-run store arranges so that it is never overstocked and never out of stock. The first is sometimes difficult to guard against because it is dependent upon the public's whims, which cannot be controlled. But the latter can easily be avoided. And there is nothing more lamentable in the store than to lose a sale because of being unexpectedly out of a product. A little foresight, a little system can easily avoid it. Have your job printer prepare some little slips. Provide on them a space for writing in the date, the name of the product and the quality and size. Have spaces for checking these statements: "All out of stock" and "Soon will be out of stock". Provide a convenient hook file, as in the illustration, for the slips and see to it that they are attended to daily.



State to Vote on Enabling Act by Which St. Louis May Enlarge Corporate Limits

Proposal, Sponsored by Chamber of Commerce, Unanimously Adopted As Parts of Platforms of Democratic and Republican Parties, During State Convention at Jefferson City—Amendment Would be of Far-Reaching Effect

ST. LOUIS and St. Louis County are all set for the general election, November 4, 1924.

Constitutional Amendment No. 7, drawn by the Metropolitan Committee in charge of boundary relationships between the City and County, received the unanimous approval of both Republican and Democratic State Conventions, in session at Jefferson City, September 9, and the resolutions indorsing this distinctly St. Louis proposition became part of the respective party platforms.

The Democratic platform says: "We indorse the effort of the people of the city and county of St. Louis to secure the adoption of proposed Amendment No. 7 to the constitution of this state, to be voted on at the November election, giving to the people of said city and county, if they should desire to use it, the power to enlarge, from time to time, the corporate limits of said city.

"We urge that the people of this state support said amendment."

On the same subject, the Republican platform declaration is as follows:

"We endorse proposed constitutional amendment No. 7, which seeks to enable the people of the City of St. Louis and of the County of St. Louis to work out their local territorial problems."

At a meeting of the Metropolitan Committee, in the Chamber of Commerce Building, September 10, Chairman F. W. A. Vesper declared the indorsement of Amendment No. 7 by both political parties removes the question from politics and will prove of great assistance in placing the amendment in a favorable light before the people of the State.

Glendy B. Arnold, who with George H. Williams and W. M. Ledbetter, formed a committee which presented the matter to the two party conventions at Jefferson City, told of their experiences, and recommended that a state-wide campaign be organized to inform the voters of the nature of the amendment, emphasizing the fact that it af-

Advantages of City Expansion

IT WILL put St. Louis into its proper rank among cities, from the viewpoint of population.

This removes the argument that "St. Louis has stood still for ten years", as shown by the census figures, and which always puts a St. Louisan on the defensive, explaining the constitutional restrictions, growth outside of the boundaries, etc., which often is considered "bunk" as "figures don't lie."

Showing this substantial growth and the presence of a large labor supply is the best argument why manufacturers should locate main plants or branch plants here—and plants mean payrolls; payrolls mean prosperity.

Aside from the growth and consequent labor supply as an argument to outside manufacturers, there is also the lure of cheap factory sites on land that will then be in the city limits, with city water, sewers, lighting, and police and fire protection.

The building up of these outlying districts after they are taken into the city will mean increased revenues for the city; revenues from sections already improved, and which may be taken in, also should help to relieve the present tax burdens of the city property owner.

So long as the city is surrounded by small communities possessing an unrelated system of sewers, many of which merely dump their sewerage upon the adjoining community, there will be disease breeding spots which always contain the potential danger of epidemics. A combination of these communities with the city would mean a coordinate sewer system that would protect the public health inside the city. If an epidemic of disease starts in one of the present outlying districts, it will not respect the constitutional barrier that separates the city and county.

The taking in of University City, with its beautifully laid out sub-divisions, gives an added residential district that would be a "show section" in any city of the United States. An argument for out-of-town business men looking for ideal homes for their families.

From an advertising viewpoint, this expansion, plus the bond issue, plus the community fund, plus the spirit shown by the \$3,000,000 Y. M. C. A. drive, makes a showing of progressiveness no other city in the U. S. can equal.

The whole thing can be summed up in "Advertising Value", which is largely psychology—the moral effect on people eager to join a winner. When the world knows that St. Louis is dressing up, stepping out and ready to "go", many will want to join the procession and increased realty values will result.

fects only St. Louis and St. Louis County, which had agreed upon the plan. Arnold referred to the fate of a similar amendment voted upon in the special election last February which carried St. Louis by a majority of 25,551 and St. Louis County by 1545, but lost in the State by 16,293, because of lack of information among the rural voters concerning its purpose.

Daniel G. Taylor, former circuit judge, who was chairman of the Committee on counties, cities and towns in the recent Constitutional Convention, told of his experience in drafting and advocating such amendments.

He also stressed the need of wide-spread discussion and publicity for proposed constitutional changes. Now that both the Republican and Democratic state platforms are committed to No. 7, he suggested that all the political orators be requested to mention it frequently in their speeches.

Others who spoke were Harold M. Hess, Mrs. Warren F. Drescher, Mrs. Maurice Sternberger, J. H. Gundlach, Samuel Rosenfeld, Luther T. Ward and Probate Judge Samuel Hodgdon of St. Louis County.

It was decided that a plan of campaign be formulated immediately by the Executive Committee. This committee consists of Messrs. Vesper, Hess, Hugh K. Wagner, Baxter Brown, Charles E. Williams, W. Palmer Clarkson and Glendy B. Arnold.

Members of the Metropolitan Committee, in addition to the above, are: Harlan Bartholomew, G. A. Buder, Paul V. Bunn, Warren M. Chandler, Mrs. W. G. Chappell, Franz A. Cramer, Con P. Curran, Julius S. Feydt, Jr., Warren C. Flynn, Aaron Fuller, Miss M. C. Gecks, Edgar Gengenbach, Frank P. Glass, John H. Gundlach, George S. Johns, Hon. H. W. Kiel, Mrs. F. Littlefield, Geo. B. Logan, Miss Hazel Ludwig, Morton J. May, Miss V. V. Mayes, Carl F. G. Meyer, Robert L. Morton, E. Lansing Ray, Mrs. Edgar Rombauer, Judge Samuel Rosenfeld, Albert L. Schmidt, Mrs. M. Sternberger,

(Continued on Page 32)

Business Leaders Anticipate Good Volume During Remaining Months of 1924

Executives in Firms Representing Various Lines Expect Depression Experienced Part of Year Will be Made Up and that Aggregate Volume this Year Will Exceed that of 1923

ALTHOUGH during several months of 1924, slack business was experienced by firms in some lines, yet most leaders anticipate a greater aggregate volume for the entire year than was had in 1923, according to reports received by "Greater St. Louis". Expressions from firms in various lines follow:

Henry Miller, President, Terminal Railroad Association of St. Louis: "The traffic of the Terminal Railroad Association, for the first nine months of this year, shows a decrease of 4 per cent compared with the same period in 1923. The decrease is largely in iron and steel, motors, textiles, and fuel. The other commodities are quite up to last year.

"At the present time, the tide of traffic eastbound is rising and exceeds that of last year, but is offset by a decrease in westbound business. Abundant crops, good prices, and favorable conditions generally, in the west and south-west, warrants the forecast that the volume of business handled here during the balance of this year will equal, if not exceed, that of the same period in 1923, which was phenomenal in transportation."

✽ ✽ ✽

Ley P. Rexford, President and General Manager, American Paper Products Company: "Business in our line is good and we anticipate a continued increase in volume from now on, not only for the remaining part of this year but the next few years to come. Unless our country runs into an unfortunate political situation, I believe business has seen its worst and that the clouds of business depression are fast passing away and the sunshine of great prosperity will soon break upon our Nation as a whole. We can see nothing ahead but good business and fair profits. The volume of 1924 should exceed that of 1923 in all particulars."

✽ ✽ ✽

J. Henry Conrades, President, Conrades Manufacturing Company: "There ought to be considerable improvement in business the remainder of the year, and a great deal better improvement than in the first three-quarters of 1924. We expect the balance of the year to make up a considerable part of the decrease of the first nine months, and from indications we feel sure this will happen. However, we feel sure that the business for 1924 will not exceed that of 1923. We notice a better feeling in the trade in general, with a tendency to buy a little bit more at this time than previously."

✽ ✽ ✽

H. W. Geller, President, Geller, Ward & Hasner Hardware Company: "We anticipate good business for the remainder of the year and we expect the volume of business to be large enough to make up for any decrease that we have experienced during the first eight months of the year. In fact the increase in sales during the month of August indicates this. We do not expect sales for 1924 to exceed 1923 to any appreciable extent. However, we are confident that we will wind up a satisfactory year."

D. A. Blanton, President, The Blanton Company: "This company anticipates continued progress in the refining of vegetable oils and its finished products. For the first eight months of 1924, our shipments increased 15 per cent over the previous year. Our increase for the month of August 1924 was 17 per cent over August 1923. Our August 1924 shipments showed an increase of 13 per cent over July 1924, which indicates a continued progress since the depression in this industry during the first months of the year.

"Especially gratifying has been the increased consumption of refinery products, there being an increase in the refinery division of our business of 18 per cent for the first eight months of this year as against the same period last year, with an increase of 24 per cent for August of this year as against the same month last year.

"Under the conditions we are inclined to believe that increased volume will be maintained and that our business for the year 1924 will show a nice increase over the previous year."

✽ ✽ ✽

M. A. Frahm, Assistant Salesmanager, Alligator Clothing Co.: "During the first three-quarters of this year we made shipments

approximately 25 per cent in excess of those of 1923. For the remainder of the year we expect to show a gain of 30 to 35 per cent over the same period of last year based on orders now on hand and the probable demand. Our gain this year has been considerably beyond our expectations. The outlook generally is good and we expect 1924 to be a very satisfactory year."

✽ ✽ ✽

A. M. Foster, General Manager, The Foster Bros. Mfg. Co.: "We anticipate an active fall season up to the first of the year. We believe that the last quarter of the year will not quite make up the decrease experienced during the first nine months. The volume of 1924 will not exceed 1923."

✽ ✽ ✽

Paul J. Wielandy, President, Blackwell Wielandy Book & Sta. Co.: "The volume of our sales since April 1, the beginning of our fiscal year, is a trifle ahead of last year. From the encouraging reports received from our salesmen, with abundant crops throughout our territory at prevailing high prices, we are anticipating a big fall business."

✽ ✽ ✽

R. D. Teasdale, Secretary, Handlan-Buck Mfg. Company: "Our anticipations for the remainder of the year 1924 are that the last quarter will exceed in volume any previous quarter of the year. We hope the last quarter of the year will offset any decrease that we may have had in the first three quarters and we feel confident that it will and feel sure the net results of the year 1924 will be better than the net results of 1923. The most important issue that affects our particular business is the fact that Congress, from time to time, brings up the question of changing the Transportation Act, which

(Continued on Page 26)

Business Outlook Bright

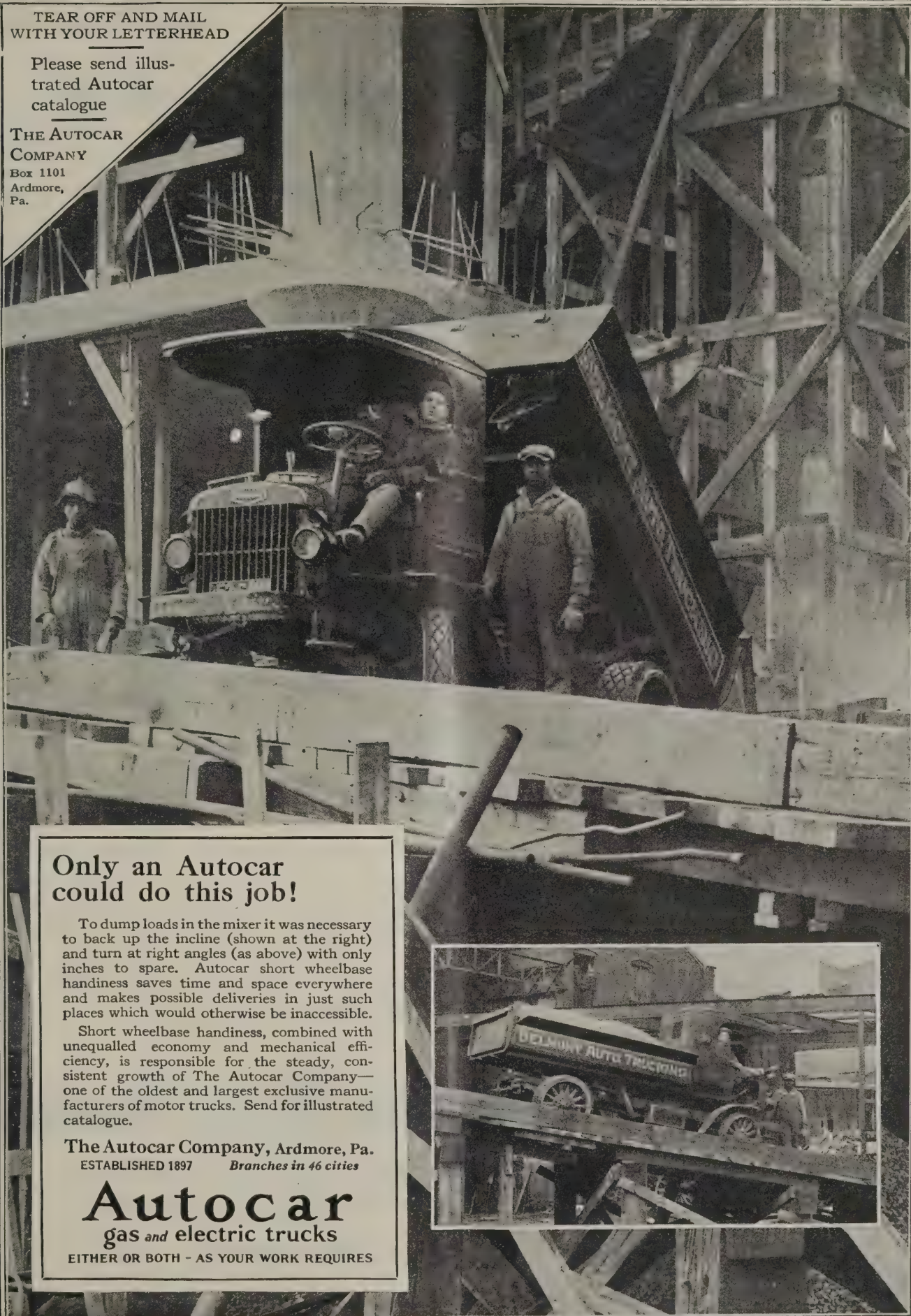
THE depression business briefly experienced recently, has entirely disappeared insofar as St. Louis firms are concerned and in almost every line highly satisfactory conditions are the keynote. The fears of many, that 1924 would not turn out as well as had been hoped the first few months of the year, have been dispelled and it is generally believed now that the volume of business done during 1923, the banner year of many lines, will be exceeded.

TEAR OFF AND MAIL
WITH YOUR LETTERHEAD

Please send illus-
trated Autocar
catalogue

THE AUTOCAR
COMPANY

Box 1101
Ardmore,
Pa.



Only an Autocar could do this job!

To dump loads in the mixer it was necessary to back up the incline (shown at the right) and turn at right angles (as above) with only inches to spare. Autocar short wheelbase handiness saves time and space everywhere and makes possible deliveries in just such places which would otherwise be inaccessible.

Short wheelbase handiness, combined with unequalled economy and mechanical efficiency, is responsible for the steady, consistent growth of The Autocar Company—one of the oldest and largest exclusive manufacturers of motor trucks. Send for illustrated catalogue.

The Autocar Company, Ardmore, Pa.

ESTABLISHED 1897

Branches in 46 cities

Autocar

gas and electric trucks

EITHER OR BOTH - AS YOUR WORK REQUIRES



Current Building and Industrial Items Noted

The Imse-Schilling Sash & Door Company announced building a new \$300,000 plant on the Oak Hill branch of the Missouri-Pacific, at Beck avenue. The plant is to be modern in every detail, and consists of a group of buildings covering an entire city block. There will be a private switch from the main branch of the Oak Hill Railroad having a capacity for loading and unloading 20 cars.

The Polk Gould Directory Company, publishers of directories, have arranged to take over the entire eighth floor of the Hess-Culbertson Building located at 7th and St. Charles street. They are at present located at 204 N. 7th street. It was explained by Mr. S. Drury, Resident Manager, that this move was made necessary due to the increased volume of business in both divisions of the company.

Sonnenfeld's have recently enlarged their store on Washington avenue, which will now give them a frontage on Washington avenue of 100 feet. They took over the entire 6-story building adjacent to their old location and have added several new departments.

The Selden-Breck Construction Company with offices in the Fullerton Building, Seventh and Pine street, through its Omaha office has been given the general contract for the erection of an eight-story addition to the World-Herald Building, 1500 Farham street, Omaha, Nebr.

The new building, construction of which will start immediately, will cost upward of \$300,000. It will be of brick, concrete and steel construction with stone and terra cotta trimmings.

Traffic Course Started by R. R. Y. M. C. A.

ARRANGEMENTS have been made by the Educational Committee of the Railroad Y. M. C. A. for the inauguration of a course in traffic, being conducted in the Assembly Hall of the "Y" Building at Twentieth and Eugenia streets. The classes opened September 15. It will be open for young men in railroad work and for those in manufacturing and commercial houses generally, who wish to take up this important branch of transportation. The course will consist of sixty sessions and will extend over a period of seven months with classes every Monday and Thursday evening of each week, except on holidays. The Educational Committee, composed of railroad traffic officials, will exercise a supervisory direction, and the instruction will be along practical lines without home study, correspondence, and with as little theory as possible.

The Committee is composed of W. C. Stith, Traffic Manager, Terminal Railroad Association of St. Louis, Chairman, C. B. Sudborough, Traffic Manager, Southwestern Region, Pennsylvania System, Walter Shipley, Traffic Manager, Mobile & Ohio, W. A. Rambach, Freight Traffic Manager, Missouri Pacific; George T. Atkins, Freight Traffic Manager, Missouri-Kansas-Texas Lines; Samuel S. Butler, Freight Traffic Manager, Frisco Lines, and J. W. Clark, Assistant Traffic Manager, Big Four. The instructor chosen for the actual class work is J. K. Wells, Chief Tariff Clerk, Terminal Railroad Association, who will drill the students along practical lines, devoid of all technicality.

The management of the Railroad "Y" has found much encouragement in the number of inquiries from young men who desire to be enrolled and hope to have a class assembled on the opening evening that will justify the decision of the Educational Committee to provide facilities.

Murch Brothers Construction Company, Railway Exchange Building, has started work on Texarkana, Tex., new Municipal Building at Third and Walnut streets in that city. It will be of brick, stone and concrete.

The General Construction Company, Planters Building, recently was awarded the contract to build a steel and concrete bridge on West Thirty-ninth street, Oklahoma City, Okla. The contract was \$59,700.

The bridge will have three 144-foot spans. The city and state highway department have advanced funds for the structure.

Illinois Central Inaugurates Faster Chicago Train

The Illinois Central Railroad announces a six and a half hour day train from St. Louis to Chicago, beginning Wednesday, Sept. 24. This announcement was made this morning by F. D. Miller, assistant general passenger agent of the line in St. Louis. The plan is to use the present Daylight Special equipment in the new and faster service, leaving Union Station at 12:15 p. m. The present Daylight Special, leaving at 9 in the morning, will be superceded by another train for that hour, the name of which has not been chosen. The faster train, to be put on Sept. 24, will stop only at Springfield and Clinton, Ill.



Our Offer Is Still Good

Last year we offered to make a complete audit of your insurance policies. An audit makes sure that your policies dovetail so that there are no gaps for loss, makes certain that you have neither too much nor too little insurance—assures full protection at the lowest cost. Our offer is still good—call Main 5555.

Lawton-Byrne-Bruner

Insurance
Underwriters



Insurance
Engineers

Pierce Building

Insurance against practically every loss that can happen to persons or property

CARLETON DRY GOODS COMPANY

WHOLESALE DRY GOODS

1133-1145 WASHINGTON AVE.

SAINT LOUIS

Sept. 1924

Progressive Merchant,
Success City, U. S. A.

Dear Sir:

Between salesmen's calls you frequently need seasonable merchandise items to keep your stock intact.

The mail order is the solution.

In this connection our "Better Values" catalogue for September is helpful and interesting. Items from all departments are listed---most of them pictured---and all attractively priced.

If you didn't receive your copy, write to-day for Catalogue No. 924. It's free.

Yours truly,

CARLETON DRY GOODS COMPANY.

P. S. - The market season is still in progress. Why not come and personally make your selections of Fall and Winter merchandise? A market trip to St. Louis is one of the most profitable investments you can make.

Winchester-Simmons Departments Return to St. Louis

CONFIRMATION of reports that the sales and buying departments of the Winchester-Simmons Hardware Company, moved to New Haven, Conn., two years ago, are to be returned to St. Louis, thus insuring this city's leadership as the hardware center of the world, with total purchases approximating \$75,000,000 annually is contained in a statement issued yesterday by Paul V. Bunn, secretary of the St. Louis Chamber of Commerce, which has been actively interested in the transfer. Control of the 5,900 agencies of the company, throughout the United States also will be out of St. Louis, the firm has decided. All Conventions of the Winchester agents henceforth will be held in St. Louis, each of them to be attended by from 500 to 1000 agency proprietors. The statement as prepared by Secretary Bunn reads:

"Two years since, when the Simmons Hardware Company headquarters were moved to New Haven, a feeling of sadness settled upon the friends, customers and employes of the company, that this land-mark of St. Louis should be lifted out by the roots and transferred 1000 miles eastward.

"At the time every possible effort was made to hold here as much of the business affairs as possible, but the entire sales and buying departments and the executive offices were all moved.

"During the two years that have elapsed the Chamber of Commerce has kept in close touch with the situation through conferences with the company officials, and has done all in its power to convince them that St. Louis is the logical center from which the varied and important activities of the business should be directed.

"It is with pleasure, therefore, that the chamber today is authorized to confirm officially recent rumors that St. Louis would again be the home of the Simmons Hardware Company. For some time I have personally known that confidential negotiations in progress would eventuate favorably for St. Louis, but until now have not been at liberty to make a definite statement.

"Before September 30, the entire buying department of the company will be moved back here, and this will complete the retransfer of all executive activities that were taken to New Haven two years ago.

"This means that actual authority over all buying and distribution activities, not only for this city, but for nine other houses operated by the company, will be centered here.

"The other district houses of the Winchester-Simmons Company are located as follows: Springfield, Mass.; Philadelphia, Pa.; Atlanta, Ga.; Toledo, Ohio; Chicago, Ill.; Minneapolis, Minn.; Sioux City, Ia.; Wichita, Kan., and San Francisco, California.

"What does all this mean to St. Louis? It means that—

"1. St. Louis will again be the greatest buying and distributing hardware center in the world, with total purchases approximating \$75,000,000 annually; this sum including the very large buying of the Shapleigh Hardware Company, as well as that of Geller, Ward & Hasner, and of the Witte Hardware Company.

"2. Hundreds of traveling salesmen of the Simmons Hardware Company and the Winchester Arms Company, who visit every nook and cranny of the United States, will look

to St. Louis as the fountain-head of their instructions and inspiration. When a general convention of these salesmen is held, it will be held in St. Louis.

"3. Every factory representative who desires to sell hardware will make St. Louis his Mecca.

"4. More than sixty families will locate here at once, including those who moved from here to New Haven.

"5. Practically all traffic matters will be handled at St. Louis.

"6. The general prestige for St. Louis in again becoming the world's leader in hardware is of incalculable benefit.

"The executive head of the Simmons Hardware Company, which operates the Winchester-Simmons Companies, and the man who has been largely responsible for this welcome change, is J. Clark Coit, vice president, whose headquarters are in St. Louis.

"On a recent visit to New Haven, and in conferences with Louis K. Liggett, now president of the Simmons Hardware Company, and F. G. Drew, president of the Winchester Repeating Arms Company, and other officials, Mr. Coit so forcibly presented the advantages of St. Louis as a hardware distribution center that the change was promptly agreed upon.

"So, St. Louis again comes into her own, with the return of the largest distributing hardware house in the world, founded here in 1856, and also the oldest existing house west of the Mississippi, the Shapleigh Hardware Company, founded in 1843.

"The Chamber of Commerce congratulates all concerned, and especially does it congratulate the City of St. Louis."

Will you Look Facts in the Face

TAKE the minute necessary to read this statement. It may be the means of saving you hundreds or even thousands of dollars in years to come. Note these three facts:

A person may be easily misled as to the value of a gasoline.

There is as great a difference between commercial gasolines as there is between motor

trucks. Some gasolines are better motor fuels than others.

Your gasoline costs may be much higher than they need be.

Abundant proof is available that Red Crown Gasoline is the best motor fuel obtainable—best from the standpoint of operation and of economy. This proof, based on plain facts, is what we want to place before you.

RED CROWN GASOLINE

is essentially a Power-Mileage gasoline—made expressly for use in automobiles, trucks and tractors. The satisfactory and economical motor operation it gives accounts for its widespread use by owners of large fleets of commercial cars.

The facts prove conclusively the greater value of Red Crown. The facts, which are yours for the asking, prove

that Red Crown Gasoline will give you more Power and Mileage for your money—and you buy gasoline for no other purpose than to supply Power and give Mileage to your cars.

Those who investigate the gasoline question turn to Red Crown. It saves them money. It will save you money. We hope you'll write or phone today.

If you have not read our booklet, "What Is Good Gasoline," you should do so. It will be sent free, upon request.

STANDARD OIL COMPANY
(INDIANA)

915 Olive Street

St. Louis, Mo.





**All new Buicks are
identical
except for size and style.
At their prices
many more thousands
of motorists can now
enjoy *Buick quality*
and *Buick performance*.**

F-7-B

West Side Buick Auto Co.
5023 Delmar Blvd.

South Side Buick Auto Co.
3456 S. Grand Blvd.

Jakes-Buick Auto Co.
Kirkwood, Mo.

Kuhs-Buick Co.
2837 N. Grand Blvd.

Schnure Motor Company
2938-50 Olive Street

Carondelet-Buick Auto Co.
8109 Ivory Avenue

E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

East Side Buick Company
326 N. 10th St., East St. Louis, Ill.

Vesper-Buick Auto Co.
Lindell at Grand West Pine at Vandeventer

When better automobiles are built, Buick will build them

More Optimism Regarding Business Outlook in Territory

THERE is a greater degree of optimism on the part of business men regarding the business outlook than has been observed during the past few months, according to the monthly review of business conditions in the Eighth (St. Louis) Federal Reserve District, issued by William McC. Martin, Chairman of the Board of the Federal Reserve Bank of St. Louis.

Excerpts from the report follow:

"The principal change in the aspect of general business in this district during the past thirty days, as reflected by current reports to this bank, is a greater degree of optimism on the part of business men regarding prospects for the next few months. While there has been no big increase in activities and conservatism is still the rule in purchasing commodities, the chief factors which influence commerce and industry are in the main favorable to a continuance of the conditions which obtained during the closing months of 1923 and gradual betterment as the present year progresses. Manufacturing and wholesale have recovered at a normal rate from the holiday let-down and in some lines, notably iron and steel, there has been slight improvement. The financial and banking situation at the opening of the year displays great strength, employment in both the large cities and smaller communities is at high levels, agriculturists are getting more satisfactory returns on their products, and the purchasing power of the public, as indicated by savings accounts, wage scales and current bank debits, is in a healthy position.

"Reports relative to the holiday trade were somewhat uneven, results in certain sections being disappointing. On the whole, however, things were fully up to expectations and large quantities of goods were moved into consumptive channels. Selections of Christmas shoppers covered a broad variety of merchandise, with luxuries and the more expensive articles making up a relatively large part of the total. Stocks carried over were relatively small, except in the case of clothing, and special sales held during January have assisted materially in reducing accumulations in this category. The recent drop in temperature, which furnished the first really cold weather of the winter, served to stimulate the movement of seasonal goods, particularly heavy apparel, foot coverings, and fuel. Trade in winter wear in the South has been more active than at any time this season, and wholesalers and manufacturers are receiving numerous small fill-in orders, nearly all of which are accompanied by requests for immediate shipment.

"The end of the inventory period discloses generally moderate stocks of both raw materials and finished goods. Manufacturers are purchasing supplies for the first half of the year with extreme caution and conservatism, and the same attitude is general among wholesalers and jobbers. Future orders on the books of reporting wholesale establishments in almost all lines are considerably smaller than at the corresponding period a year ago. This is true particularly of dry goods interests, whose customers are postponing forward commitments because of uncertainty relative to raw cotton. Retailers are purchasing heavily, but their orders are frequent and small in size, and there has been no change from the recent policy of taking only such goods as can be currently disposed of or sold a month or six weeks ahead. Competition in all lines continues keen, and during the past several weeks there has been apparent a resistance on the part of ultimate consumers to the upward price trend in certain textiles.

"With the exception of cotton goods, however, the period under review was marked by an absence of wide price fluctuations in manufactured products. There were the usual seasonal changes in certain food products, and advances were scored in some grades of lumber,

lead and zinc, gasoline and several items in the drug and chemical list. The trend of cereal values was upward, with corn recording a sharp advance in the St. Louis market. Between December 15 and January 15, May corn advanced 6 $\frac{3}{4}$ c per bushel and cash corn 4c. The wheat options were unchanged to 1c higher, but cash wheat was 4c to 4 $\frac{1}{2}$ c higher. July oats were 2 $\frac{3}{4}$ c higher and No. 2 white oats in the cash market 4c higher. Middling cotton in the St. Louis market fluctuated between 34c and 35 $\frac{1}{2}$ c, the high point being reached toward the close of December. A decline took place during the second week in January, and the close on January 15 was 34c, which was $\frac{1}{2}$ c under the final quotation on December 15.

"Only minor changes occurred in the employment situation during the past thirty days. According to the Employment Service of the Department of Labor, unemployment was no greater than normal for this season. Temporary idleness resulted from the closing down of industrial plants for inventory and repairs. The outstanding feature was a rather sharp curtailment in forces employed at railroad shops, but it should be remembered that capacity forces were employed in the shops until a short time ago. Cold weather caused some slackening in building activities, especially outside of St. Louis, and road construction is off to some extent, but still absorbs much common labor. Meat packing establishments, flour mills and other manufacturing plants are running at normal, and the holiday trade furnished employment for many persons. Domestic help is scarce. Some reduction was reported in the number of men employed in the operating departments of railroads."



From Our Morning Mail

We received the following letter a few days ago, the original of which is on file in our office:

"Goodfellow Lumber Co.,
St. Louis, Mo.

"Sirs: I have been impressed with your advertisements about getting what we buy and pay for. As a rule, I find that about two-thirds of the lumber companies dump rejects and bad stuff on the home builder. As a rule, the home builder doesn't know one lumber from another. Will you kindly quote me prices on the attached list of lumber?"

We have one basic policy behind our advertising—and that is that nobody can buy from us an inferior grade.

Even though you know little about lumber, you can buy from us as safely as if you were an expert. You can depend on Goodfellow lumber being fairly priced, honestly graded, full measure, and delivered *on time* to the job.

We deliver ten hundred feet for every thousand feet of lumber we sell.

Goodfellow Lumber Company

Ours is the Trade that Service Made
Natural Bridge at Goodfellow
ST. LOUIS



Preventing Delay in Rush Shipments

One of our customers engaged in the wholesale fruit and produce business, contracted for the purchase of a large shipment of fruit.

The fruit was ready for shipment, but the shipper in San Francisco refused to forward it to our customer because a letter of Credit had not been established.

Our customer appealed to our Foreign Department for assistance. We gladly helped him solve his problem. After examining the contract closely, we telegraphed the shipper that the credit was established, and that we would honor the drafts drawn under the credit up to the amount of purchase with the usual provision that the papers attached to the draft should be in accord with the terms of credit.

Every requirement of your business, in harmony with sound banking practice, can be met by this large bank. We invite you to discuss your banking needs with us.

FIRST NATIONAL BANK



Broadway - Locust - Olive

L A R G E S T I N S I Z E A N D I N S E R V I C E

Standard Oil Co. of Indiana to Erect \$200,000 Building Here

THE Standard Oil Company of Indiana has just let a contract for a new office building, to be erected at Jefferson and Locust streets. The building will be of brick, three stories high and basement. It will cost \$200,000, and will be ready for occupancy January 1. The lease on the building where the present offices are located, at 1202 Syndicate Trust Building, will expire the first of the year. The new building will house the office force of the St. Louis division, which includes sixty counties in the State of Missouri and one county in Oklahoma. There are in this division 671 employees, with a monthly payroll of \$98,877.

The company opened the St. Louis division in September, 1913, with two small office rooms on the fourteenth floor of the Syndicate Trust Building. On January 1, 1914, the company moved to its present location, 1202 Syndicate Trust Building, taking a space equivalent to four ordinary office rooms. Today the company occupies 9560 square feet of space.

The erection of this new office building is only a small part of expenditures made by the Standard Oil Company of Indiana in St. Louis during the past year. Thousands of dollars have been invested in service stations, supply stations and motor equipment.

The company's tank storage to supply the City of St. Louis and St. Louis County is 13,047 barrels of naptha and gasoline. 4,201 barrels refined oil and 2182 barrels lubricating oil. The company owns and operates eighty-three service stations in St. Louis and St. Louis County and sixty-six pieces of motor delivery equipment in St. Louis.

The company's monthly payroll in St. Louis and St. Louis County is \$48,472 for 391 employees. Besides St. Louis the company has 1043 employees at Wood River, Ill., near St. Louis, where one of the company's great refineries is located. There are fifty employees at East St. Louis. The monthly payroll at Wood River and East St. Louis amounts to \$274,000 per month. The Standard Oil Company pays higher salaries and wages than the average corporation and practically all of this immense monthly payroll of \$322,000 is spent in the City of St. Louis. The Indiana company has a total of 2240 employees in the State of Missouri. The company owns and operates 226 service stations in the state.

Headquarters of I. T. S. Moved from Chicago

HEADQUARTERS of the traffic department of the Illinois Traction System will be moved from Chicago to Springfield, Ill., on September 8, it was officially announced here.

The move is being made, officials explained, because Springfield is centrally located in the railway's system which operates through the heart of Illinois.

The Illinois Traction System has a through freight and passenger service from Peoria to Springfield, Danville, Bloomington, Decatur, Champaign, Ill., to St. Louis, Mo. It is one of the subsidiaries of the Illinois Power and Light Corporation now operating public utilities in five of the Central States.

It was also announced that the office of F. F. Kester, assistant traffic manager, will be moved from Peoria to Springfield. The traffic department office of the railway has been located in Chicago for more than a year.

T. B. Clifford, the St. Louis manager, began his service with the company in June, 1914, driving a tank wagon at Attica, Ind.; then he became a salesman and was transferred to Fort Wayne, where he was in charge of the plant. Subsequently was transferred to South Bend as assistant manager, then to Decatur as manager and his ability and loyal service to the company was further recognized when he was promoted and brought to St. Louis as manager of this important division in December, 1923.

George W. Coldsnow is assistant manager.

175 Evening Courses At Washington U.

THE evening classes at Washington University, which attracted employees of more than 850 separate firms in St. Louis last year, will be resumed this year.

For the year 1924-25 the University is offering 175 courses covering a very wide range of subjects and satisfying the needs of all types of students. In order to keep the cost of these courses to its present nominal figure, the University cannot launch any elaborate and expensive advertising campaign. Will you not help us, therefore, to bring these courses to the attention of your employees by posting the enclosed notice on your bulletin board and by bringing to their attention the educational opportunity here offered in any other way that occurs to you?

"Mercantile Service"



Departments: Banking Bond Corporation Real Estate Loan
Real Estate Public Relations Safe Deposit Savings Trust



Responsible service to its trade territory, to the State, and to the Nation—that is the foundation on which St. Louis has built industrial prominence. Responsible service to the same territory, State and Nation, and to the citizens of St. Louis—that is the foundation on which the Mercantile Trust Company has built financial prominence.

Slowly, surely, since 1899, "Mercantile Service" has attracted patrons until today they number more than 106,000. The proof of good service is constant growth. We solicit new business from banks, trust companies and individuals on this record.

Mercantile Trust Company

Member Federal Reserve System

EIGHTH AND LOCUST



Capital & Surplus
Ten Million Dollars

-TO ST. CHARLES

SAINT LOUIS

Veiled Prophet Mysterious As Ever

(Continued from Page 7)

of downtown business. On Lucas place (now Locust street) nearby, were the homes of the wealthiest citizens, whence the marchers wended their way eastward to Fourth street, at that time the principal retail thoroughfare, and also the promenade of fashionable women every Saturday afternoon. Thence the Prophet proceeded to the Merchants' Exchange on Third street.

On the line of march were the college (now known as St. Louis University), and the Lindell and Planters' Hotels, among the finest hostleries in America. Later the route was extended to Elm street, in order to pass the Southern Hotel. A few years later the route was extended west to Eighteenth street, in the vicinity of the new Union Station. When Grand avenue was lighted by electricity it was included in the line of march.

The borrowed tableaux in 1878 was mounted on wagons, beside which negroes marched, carrying torches. Roman candles were discharged from the floats to intensify the illumination. The streets in that epoch were lighted by gas, and the lamp posts were only at street corners.

There was an innovation in 1883 when the city was lighted during the entire week of the festivities, in a manner, according to a vivid description of a writer, "never equaled in Europe or America." There was a mile of clustered and vari-colored lights on both sides of Fourth street. Olive street was illuminated in a similar way for another mile, while Washington avenue and Walnut street dazzled the eyes of the multitude from the country side for an additional mile.

The grand balls were held in the Merchants' Exchange Building until 1909, when the Prophet, for the first time, held a reception for the matrons and maids of honor and crowned the Queen of Love and Beauty in the Coliseum.

Westward, like the course of empire, the city had taken its way, and the Prophet kept pace in the march of progress. The removal of his den three times was noted in the press incidentally, in describing the start of the parade. The Prophet did not take the public into his confidence. Literally he folded his tent like the Arab and silently stole away.

The only protest ever heeded by His Majesty was in regard to the proposed abandonment of Elm street as the southern loop of the procession. That concession was made for a short time. As a result of the Southern Hotel ceasing to do business Chestnut street soon became the southern limit of the caravan's march in that direction on Fourth street.

Just once knockers attacked the pageant, and the weapon they hurled at it proved to be a boomerang. It was in the 90s, and the mystic circle tested the Prophet's popularity by a referendum. A semiofficial statement that it was proposed to abandon the pageant met with overwhelming objections from the people.

The decorative artists got busy in the den of mystery, and the pageant, which the critics had pronounced inartistic, grew more gorgeous and bewildering. The knockers of secret methods as puerile could no more stay the magic hand of His Veiled Majesty than they could bar the way of progress rapidly moving westward.

The Prophet had come to stay. He had vision. He has lived long. By experience he knows well the spirit of St. Louis. He has seen its population grow from 300,000 to nearly 1,000,000. He has seen each succeeding generation augmented by newcomers inspired by the work of those who had gone before.

He has seen skyscrapers spring up like mushrooms in the night and dot the great city from the mighty river to the beautiful West End.

He has witnessed the advent of the electric lighting and telephone systems. He has seen electric street cars, busses and myriads of automobiles displace the dinky, mule-drawn street car and one-horse, two-wheel drays.

He has seen the building of three additional bridges connecting the metropolis of the Mississippi Valley with a chain of industrial cities on the East Side. He has seen the city lead the world in many of the giant industries.

He has seen dusty limestone streets, drowsy with horse and mule-drawn vehicles, slowly moving here and there, become paved and jammed with speedy traffic. He has seen the wonderful growth of the advertising business from the column wide ads in newspapers no larger than triple sheets or 12 pages on Sundays to double-page ads in hundred-page dailies.

He has seen the World's Fair exhibiting the wonderful creations of all nations. He has seen the greatest open-air theater in the world erected here and prove a big success.

Last, but most marvelous of all, he has witnessed the advent of the airplane and its use for mail and passenger traffic, and has adopted this most modern means of transportation to make a more spectacular entry from the clouds.

Seeing is believing. One who has gone through it all, who has seen industry and thrift grow like corn on a hot night, knows nature's irresistible will is to expand, to grow and be fruitful. Growth is more wonderful than Aladdin's lamp. It takes a Rip Van Winkle to be amazed at the strides of St. Louis.

In reviewing all the changes within his experience of fewer than 50 years—in other words, less than the lifetime of the average man—doubtless the Veiled Prophet wonders what great things are yet to be done in the Magic City. Judging the future by the past, they are bound to come.

Warren Harding said of Insurance:

Perhaps I shall best express my opinion of the value of life insurance when I tell you that I took out my first policy as a youth of nineteen and have been taking new policies ever since that time until four years ago. I have found them a pretty heavy burden upon my resources at times, particularly in my earlier years, but I have always found them to be very comforting possessions, and if I had my life to live over again, I would seek to take more rather than less.

WARREN G. HARDING

LIFE INSURANCE

Name	Company	Tel. Number
H. M. McPheeters	Northwestern Mutual Life Ins. Co.	Central 3931
R. H. Calkins	Aetna Life Ins. Co.	Olive 3305
J. W. Estes, Mgr.	Mutual Benefit Life Insurance Co.	Main 933
F. W. Auferheide		
Geo. E. Black	New York Life Insurance Company	Olive 3870
H. J. Black		
A. E. Hanhardt	Penn. Mutual Life Insurance Co.	Olive 8311
George Benham	Phoenix Mutual Life Insurance Co.	Olive 4453
Edw. J. Buckley, Manager	Provident Mutual Life Insurance Co.	Main 1540
Walter L. Michener	Standard Life Insurance Co.	Olive 4720
J. R. Paisley	Columbian National Life Insurance Co.	Main 2533
Geo. L. Dyer	Massachusetts Mutual Life Insurance Co.	Olive 6585
Warren C. Flynn	W. H. Markham & Company	Central 100
Chas. H. Morrill	The Travelers Insurance Company of Hartford, Conn.	Central 200
Bonaparte True, Agent	Berkshire Life Insurance Company	Olive 8944
Phil V. Brown	Fidelity Mutual Life Insurance Company	Main 4252
J. M. Bloodworth, Mgr.	Equitable Life Assurance Company of New York	Main 944
Marion A. Nelson	Missouri State Life Insurance Company	Central 1700
Robert C. Newman	State Mutual Life of Mass.	Main 91
John J. Kelly		

FIRE INSURANCE

J. B. Meehan	Integrity Mutual Fire Insurance Co.	Central 1841
George D. Markham	W. H. Markham & Company	Central 100
Charles H. Morrill	W. H. Markham & Company	Central 100

ACCIDENT INSURANCE

Albert H. Hitchings	W. H. Markham & Company	Central 100
Bonaparte True, Agent	The Travelers Insurance Company of Hartford, Conn.	Central 200
John D. Harned, District Mgr.	Monarch Accident Insurance Company	Olive 6566

AUTOMOBILE INSURANCE

Name	Company	Tel. Number
Lynton T. Block, Pres.	Lynton T. Block & Company	Olive 4343
John G. Owen, Gen. Mgr.		
J. Leslie Mahl, Sales Manager		
Wm. J. Lemp, Jr.	The Indemnity Company of America	Central 726
E. R. Niehaus	Massachusetts Bonding & Ins. Co.	Olive 8245
James B. Hill, General Agt.	Western Automobile Insurance Company	Olive 7077
Mason Miller	Lawton-Byrne-Bruner	Main 5555
Albert H. Hitchings		
Charles H. Morrill	W. H. Markham & Company	Central 100
Boyle O. Rodes		

LIABILITY INSURANCE

J. A. O'Halloran, Manager	W. H. Markham & Company	Central 100
J. B. Meehan	Integrity Mutual Casualty Co.	Central 1841
W. M. Byrne	Lawton-Byrne-Bruner	Main 5555

GENERAL INSURANCE

Emmett V. Thompson	Commonwealth Insurance Agency	Central 726
Earl C. Thompson		
C. C. Bland	Many-Bland Insurance Co.	Olive 7205
Jerome G. Meyer	Muckerman & Cushman	Central 4114
Emmett M. Myers	Myers & Wendling, Insurance Underwriters	Olive 3240
Thos. G. Harkins	Harkins & Tontrup	Main 369
S. A. Townsend, Jr.	Massachusetts Bonding & Insurance Co.	Olive 8245
W. H. Wyatt	Cabell Gray Insurance Agency	Main 102
Albert H. Hitchings		
Chas. H. Morrill	W. H. Markham & Company	Central 100
Boyle O. Rodes		
Charles M. Talbert		
W. R. Berry	Douchler-Talbert-Flachmann-Berry, Inc.	Olive 5580
John A. Bruner	Lawton-Byrne-Bruner	Main 5555
Mason Miller		

Junior Chamber Launches Fall Membership Drive

THE Junior Chamber of Commerce Bureau has launched a fall membership campaign to be known as the "Round the World Flight" under command of the organization's first vice-president, Ted Fleming, who has been given the title of "Colonel" in charge of the flight. The organization has been divided into units, each unit to be made up of a lieutenant and eleven privates. Each lieutenant has in his charge one airplane, which he will take on the course, advancing according to the number of new memberships his men turn in.

The first new member obtained by the plane will carry his ship from St. Louis to Sacramento, the first stop. The second stop, Dutch Harbor, can only be reached by the signing up of two new members. Three new members produced by the crew will take the plane to Paramashiro. Four new members take the plane to Shanghai. Calcutta is the fifth jump, Bagdad the sixth, Paris the seventh, London the eighth, Reykjavik ninth, Fredriksdal tenth. When eleven new members are obtained, the plane again reaches American soil in New York, and when the crew have produced twelve new members, the plane is returned home. The goal set is 200 new memberships.

The Junior Chamber of Commerce offers an exceptional opportunity to the young men between the ages of 18 and 30, because activities in the organization are conducted along civic and educational lines. This movement deserves the cooperation of the Senior Chamber member because in the Junior organization's work the young business man is being educated in Chamber of Commerce methods and proves a wonderful field for our new memberships.

A civic interest has predominated among these young men since the inception of the

Junior Chamber back in 1915. One of the first big civic programs was a clean-up campaign, during which the members personally donned their overalls and cleaned up vacant lots and other unsightly places. Today they act as a bureau for the handling of civic complaints and have handled during the past season approximately 600 reports on the excessive growth of weeds on vacant lots. They report these conditions to the police and health departments who in turn issue instructions to the property owners to cut the weeds promptly. They also handle other complaints regarding unsanitary conditions or minor violations of city ordinances.

They recently had a moving picture film,

200 feet in length, showing some of the civic work they have accomplished, run at some of the leading theatres in town. The Junior Chamber Speakers Bureau has taken an active part in having speakers before various organizations, soliciting cooperation in making the percentage of voters in the past primaries and coming elections as high as possible. They have also been given the entire responsibility of placing before organizations and business meetings, the activities of fire prevention week, which will be celebrated October 5 to 11.

They will gladly have a speaker at any meeting any Chamber of Commerce member cares to report to them. Business divisions where any member can obtain a general knowledge of business administration are conducted every Tuesday evening during the fall and winter season at the Chamber's Club quarters.

This home was leased to the Junior Chamber of Commerce and the Boy Scouts for their headquarters.

The Baldwin Reproducing Piano



You can enjoy the playing of the Great Artists whenever you are in the mood.

This instrument re-creates the touch, style, and interpretation of great concert pianists with miraculous fidelity.

We have Reproducing Pianos in both up-rights and grands.

Come in and hear them.

The Baldwin Piano Company

1111 OLIVE STREET - ST. LOUIS

CORONA FOUR



\$60.00

The Acknowledged Leader

The New Corona Four is a big hit because it is clearly the leader in the typewriter field. Big Business wants it because it surpasses the big machines in speed and durability and costs only \$60.00.

The Corona Four has the standard four rows of keys. Only one shift-key—standard 10-inch carriage—standard 12-yard ribbon and all the features which made Corona famous. No matter how particular or speedy a professional stenographer may be she takes to it like a duck takes to water.

Convenient Payments

Corona Typewriter Sales Co.

207 N. 8th Street, St. Louis

Phones: Olive 3505

Central 4377R

Poor Management Cause of Most Business Failures

Ten Conventions Here During October

THE records of the morgue of business failures give "poor management" as the cause of a vast majority of commercial deaths, according to the Domestic Commerce Division of the Department of Commerce in "Budgetary Control in Retail Store Management," the first of a series of pamphlets prepared for the purpose of helping the American retailer overcome some of his more difficult business problems.

Failures have been attributed to lack of sufficient working capital, to a poor location, and are very often falsely laid at the door of economic changes. In summarizing these causes, however, the Domestic Commerce Division says that bad management in some form appears to be the explanation of most of them.

More thorough understanding of individual management problems will save many wobbling retailers, the Division asserts, pointing to the fact that the retail store is conspicuous in the field of business enterprise for the number of casualties.

"Only in the past three or four years has the merchant realized that his business, as well as that of the manufacturer, is a science, and that he, too, can well afford to utilize many of the new methods which are being adopted in business management in the entire field of industry," the Division says in advocating budgetary control.

Operation of a business is much like the running of a ship, the Division points out, in explaining the need for better management. The Captain has a goal—the port to which he is bound; the chart of the course; and the instruments, such as compass and sextant, to keep him on his course. The captain of a business must take the same precaution in guiding his business ship over the rough seas of competition and alternating periods of prosperity and depression. The established quotas and limits are the ports toward which the business pilot is heading; the budget; the map; and the comparison of actual with estimated figures

corresponds to the ship's compass and sextant, for by this the direction of movement and the location of the business is determined.

Selling is the "little idol" in many retail organizations, the Division says in connection with the subject of coordination of the activities of a business. Small consideration is given to the cost of these sales and the margin which they should yield. The bringing together of the costs and possibilities of the constituent elements of the selling process enables the community purchasing agent, the retailer, to arrive at an approximately correct relation between sales volume and expense.

(Continued on Page 30)

TEN conventions will be held in St. Louis during October, it is announced by the St. Louis Convention and Publicity Bureau. The conventions scheduled are as follows: St. Louis Conference Southern Methodist Church, October 1; Screen Advertisers Association, October 2-3; Missouri Grand Chapter, Order of the Eastern Star, October 8-9-10; Missouri Conference for Social Welfare, October 12-14; Knights of Pythias of Missouri, October 14; Grand Temple Pythian Sisters, October 14; Daughters of Job, October 16-18; Missouri Branch of The King's Daughters and Sons, October ; Central Claim Conference, October ; Western Distributors Ediphone Convention, October.

Business Outlook Shows Improvement

FOUR of the outstanding developments which are bringing about an improvement in business sentiment are: the pronounced ease of money, the revolutionary rise of grain prices, the dwindling of stocks of goods and Europe's progress toward recuperation. For the complete story of the important change in the economic trend, read our monthly digest of business conditions,

TRADE TRENDS

We will mail a copy to you the first of every month upon request.

The National Bank of Commerce
with which is affiliated the
Federal Commerce Trust Company  **in St. Louis**

Washington U. Adv. Classes Open Oct. 2

TWO new members have been added to the faculty of the Extension Division of Washington University, in connection with the advertising courses for the new year, which opens October 2. The two new faculty members are Miller Hageman, of the Hageman Publicity Agency, who will conduct a course on "Business Letters," and Everett R. Roeder, of Roeder & Schanuel, who will conduct a course on "Retail Advertising."

Norman Lewis of the Chappelow Advertising Company, who has been on the Extension Faculty for the past three years, will conduct a course on "Advertising Copy Writing."

Daniel A. Ruebel, vice-president of Chappelow Advertising Company and former president of the Advertising Club of St. Louis, who organized the advertising courses at Washington University, will conduct two classes, one on "Principles of Advertising," and one on "Advertising Campaigns."

The advertising courses given in the evening at Washington University are planned to cover a period of three years, at the end of which a Certificate in Advertising is granted by the University. The advertising courses included in the three years' work are as follows:

Principles of Advertising, Composition and Rhetoric, Commercial Geography, General Psychology, Advertising Copy Writing, Retail Advertising, Business Letters, Accounting, Economics, Business Law, Business Administration, Composition, Advertising Research and Marketing of Commodities, and Advertising Campaigns.

Business Leaders Expect Good Volume

(Continued from Page 14)

would greatly affect our business if it were changed at this time."

W. S. Simpson, Jr., Vice-President, Mississippi Valley Structural Steel Company: "We anticipate increased business for the last quarter of the year in line with what we have received during the quarter just closed. This will make up for the decrease in business during the first half, when lettings of structural steel were unusually light. We believe the volume for 1924 will equal, if not exceed that of 1923. At the present time our plants are operating at near capacity—with several months' business booked ahead."

R. S. Waldron, Vice-President, Art Publication Society: "We anticipate a continuation of the present growth of our business. There has been no decrease in the first nine months of our business this year, as compared with last; on the contrary, we have shown a 33 per cent increase. The volume of business in 1924 will, in my opinion, exceed that of 1923."

Carl H. Schlapp, President, Krenning-Schlapp Grocer Co.: "For the past few weeks there has been quite a marked improvement in the Wholesale Grocery business and we look for a very active conclusion of the year. The volume, as a general rule, of 1924 will not exceed that of 1923. Coffee, sugar and tea have advanced materially and these commodities are in a strong and advancing position at the present time."

"In canned foods the very unusual growing season has brought about unusual conditions in the entire canned vegetable and fruit industry, and there are to be found practically no canners in any line that are expecting big packs. In fact, the leading staples, corn and tomatoes, are at present in an exceedingly firm position with advancing tendency and good quality is hard to obtain."

"Government regulations covering the salmon industry will curtail pack and following the law of supply and demand will bring about advances in cost and selling prices. California has suffered a severe drought which has affected fruits, vegetables and beans. Lima beans will be a practical crop failure and beans generally throughout the country have been advancing and at present are in a strong position."

"Surplus stocks in the hands of retailers and wholesalers and packers are generally considered low, therefore, a firm market in practically all lines is anticipated."

Eugene F. Olszewski, Secretary and Treasurer, American Packing Company: "We do not expect the demand to increase or decline in our line of business for the balance of the year and it is our opinion that the demand for our product should remain on about the basis as at present. We expect our total volume of business to be about equal to that of 1923 as on the recent advance of live stock costs there developed a rather brisk demand which did not hold as soon as the price of live stock settled to a higher level."

E. F. Bisbee, Vice-President, St. Louis National Stock Yards: "We have done a good business but not equal to that of 1923, which was above normal. We are practically on a level with the first three-quarters of 1923 but cannot expect to exceed the volume done during that year because it was abnormal in volume."

F. C. Rand, President, International Shoe Company: "With us business is good and I believe the volume for 1924 will exceed that of 1923."

D. R. Calhoun, President, Ely-Walker Dry Goods Company: "I do not believe that 1924 will average up favorably in total volume of business done with the year 1923 although a tendency toward improvement is noted."

J. W. Harris, President, Harris-Polk Hat Co.: "We expect to do a fine business from now on and are hopeful that the volume done during the remainder of 1924 will more than make up the decrease in trade experienced during the first months of the present year."

Fred Leber, Manager, Remley Department Store Co. Inc.: "Business with us is good and we believe conditions for the remainder of the year average up better than for the same period last year. On the whole the volume of our business for 1924 will exceed that of 1923."

L. D. Vogel, Vice-President and Secretary, Charter Oak Stove & Range Company: "The

cooler weather coming on the threshold of fall coupled with assured and gathered crops which are bringing fair to good prices has made merchants in sections so favored feel more like buying, and they are doing it in a conservative way."

"With us orders that were placed earlier in the year for future shipment and later held up are now being released with instructions to forward. Some are reduced and some increased according to the conditions and prospects. Some have been cancelled on account of crop failure but these are more than offset by new orders received from merchants who had deferred the placing of business."

Sell and Grow

Progressive Business is a train of departments pulled by a twentieth century selling engine. Production, generally, is limited only by the capacity to sell. *To sell is to grow*—in size, in profits, in power to serve.

Growth is the evidence of the healthy turnover of working assets. It is accompanied by decrease in unit costs—selling and production. Larger profits can be taken, or selling prices reduced, to increase sales.

As fundamental to Growth, modern management applies scientific Market Analysis and sound methods of Cost Accounting. One gives the sales department absolute knowledge in place of impressions; points the way to efficient selling plans and successful selling action. The other furnishes the management facts and figures from every department—the timely, dependable guides to safe and steady progress.

It has been the pleasure of the Ernst & Ernst organization to cooperate with firms, nationwide, in establishing the simplest and most economical methods of Market Analysis—eliminating waste fields in selling; and sound methods of Cost Accounting—furnishing the power to control inventories.

ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

BOATMEN'S BANK BUILDING, ST. LOUIS

NEW YORK	CLEVELAND	DETROIT	MINNEAPOLIS	LOS ANGELES
BUFFALO	CINCINNATI	GRAND RAPIDS	ST. PAUL	ATLANTA
ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
RICHMOND	DAYTON	MILWAUKEE	DENVER	WACO
	LOUISVILLE	MEMPHIS	SAN FRANCISCO	

TAX OFFICE: 910 TO 918 MUNSEY BLDG., WASHINGTON, D. C.

July Broke Records in Gasoline Used

THE millions of automobiles, tractors, motor boats, motorcycles, aeroplanes, and other gasoline-driven vehicles in the United States consumed more of this liquid fuel in July than in any previous month in the Nation's industrial history, states the Department of the Interior in a review of statistics compiled by the Bureau of Mines. The domestic demand for gasoline in July amounted to 794,030,852 gallons, representing an increase of 107,000,000 gallons over the consumption figures for June, in which month a new high-record mark had been set. The daily average demand for gasoline in July was 25,613,898 gallons, an increase over the June daily demand of 11.9 per cent.

The production of gasoline during July amounted to 741,974,813 gallons, almost 5,000,000 gallons more than in June, and 105,000,000 gallons more than the output for July a year ago. The daily average production of gasoline in July, 1924, amounted to 23,934,671 gallons, representing a decrease in daily average production from June of 2.6 per cent, but an increase of 16.5 per cent over the daily average production in July, 1923.

Stocks of gasoline on hand at the refineries on August 1 are reported by the Bureau of Mines as 1,466,558,939 gallons, a decrease from July 1 figures of 132,299,280 gallons, but an increase of 301,000,000 gallons over the supply on hand August 1, 1923. Imports and exports of gasoline both fell off during the month.

*The Securities We
Sell Are Those in
which We Have In-
vested Our Own Funds*

BOND DEPARTMENT



MADE FOR
Municipal Auditorium and Armory
JACKSON, MISS.
N. W. OVERSTREET, Architect

The Winkle Terra Cotta Co.

MANUFACTURERS OF

ARCHITECTURAL
TERRA COTTA

STANDARD, GLAZED
and POLYCHROME

Office, 502-03 Century Building,

St. Louis, Mo.

GARDEN FURNITURE

V. P. Celebration Two Evenings

(Continued from Page 6)

Tuesday, October 7, and for trains arriving St. Louis morning of Wednesday, October 8.

FINAL RETURN LIMIT—Tickets to be good returning to and including trains leaving St. Louis Thursday morning, October 9.

Points within a radius of 150 miles of St. Louis will cover part of Illinois and the Northern half of Missouri in Western Passenger Association Territory and the Southern half of Missouri in Southwestern Passenger Association Territory.

Western Passenger Association Territory in Illinois includes that part on and north of the Chicago-St. Louis line of the C. & E. I. R. R. (with the exception of the Illinois Central, whose entire line in Illinois is governed by the Western Passenger Association action). Points in Illinois south of that line are governed by the Central Passenger Association from which reduced rates will not apply.

From an affair which interested only a few hundred persons directly associated with it, the event has grown until now it is the only event in the southwest rivaling the Mardi Gras at New Orleans. The parade has developed until now it is an event of block after block of brilliancy and beauty. The floats that make up its pageantry each cost a small fortune and are designed by the leading artists.

The men who make possible the event each year, are never known, since the organization in charge is a secret one. It is never known who the Veiled Prophet is, or who the Queen for the coming year will be until she is crowned by the Prophet at the Coliseum.

Miss Grace Whitelaw Wallace this year is the retiring Queen. She will enter the Coliseum in the Veiled Prophet's retinue and will hand over the scepter she has swayed in becoming fashion throughout her reign, to her successor.

COOPER-CARLTON HOTEL



The Cooper-Carlton is delightfully situated on the shore of Lake Michigan, overlooking East End Park (on Route 42). It is quiet and restful, away from the noise and congestion of the "Loop," yet only ten minutes by Illinois Central Suburban, or twenty minutes by motor from the business and shopping center of Chicago.

The Cooper-Carlton is surrounded by a thousand acres of public parks, and is conveniently located near fine beaches and well-maintained golf courses, where all sports, such as boating, bathing, golf, tennis, horse back riding, etc., may be enjoyed.

The large, airy, comfortable rooms are luxuriously furnished.

Reasonable Rates

Single	• • • •	\$3.00 per day and up.
Double	• • • •	4.00 per day and up.
Suites	• • • •	6.00 per day and up.

The dining room is unsurpassed—either a la carte, or table d'hôte—at very moderate prices.

If you come by motor, Route 42 passes our door. If by train, get off at the 53rd St. Station of the Illinois Central, Michigan Central or Big Four—two short blocks away. If on the N. Y. Central, Penn., Rock Island or Nickel Plate, get off at the Englewood 63rd St. Station and taxi a short distance through the parks.

Chicago Motor Club Tourist Bureau in our Main Lobby.
Rates and Reservations guaranteed. Wire reservation at our expense.
FREE BOOKLET ON REQUEST

COOPER-CARLTON HOTEL
Hyde Park Boulevard at 53rd Street • Phone Hyde Park 9600
CHICAGO

Our own garage
but a block away

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and Parcel Post and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. *Can you afford to be without it?*

If any kicks, tell the TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Simmons Hardware Co.

Your co-operation will help to maintain prompt, regular **freight service** on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

WEBSTER COLLEGE

(FORMERLY LORETTO COLLEGE)

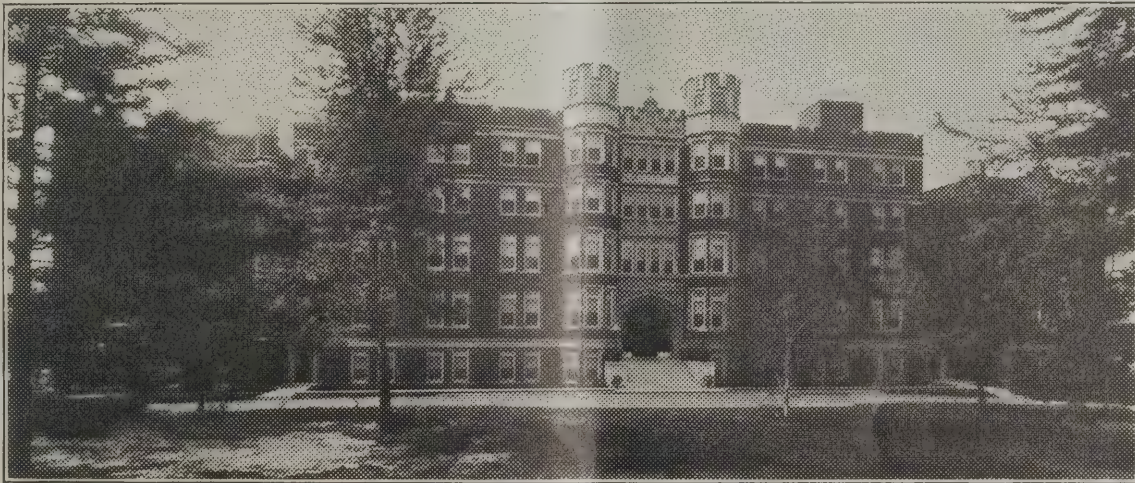
Webster Groves, Mo.

Boarding and Day School for Young Women

Delightful Suburban Situation

Spacious Fireproof Buildings

Street Car Direct From St. Louis



College Courses Leading to Degrees

Music, Art, Domestic Science,
Domestic Art, Dramatic Art and Commercial Courses

Affiliated with St. Louis University and Catholic University
State Teachers' Certificates

For Catalogue Apply to Registrar

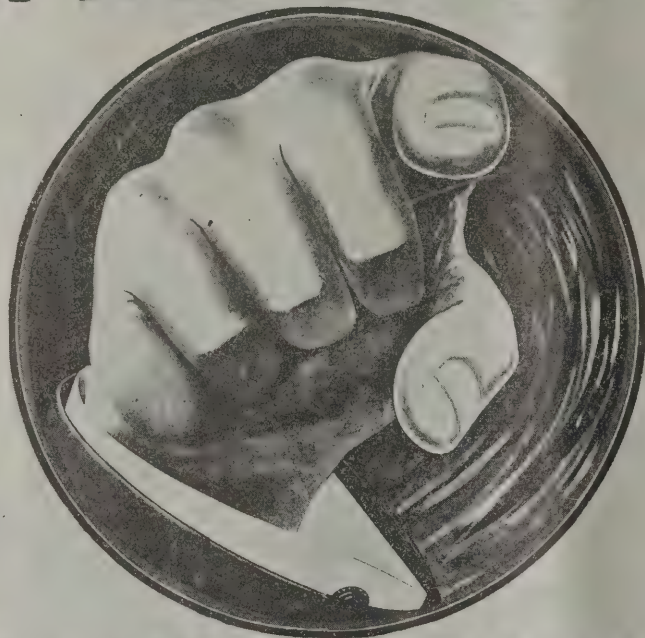
WEBSTER COLLEGE

WEBSTER GROVES, MO.

Phone Webster 1465

Voters Must Register for Coming Presidential Election

YOU MUST REGISTER SEPT. 22-23-24-25



TO VOTE FOR OUR NEXT PRESIDENT

Dodger Distributed by Committee

THE Saint Louis Get-out-the-vote Committee is working to find 376,000 St. Louisans who will go to the polls and register on September 22, 23, 24 and 25. Every eligible voter must register—no previous registration counts, and it is to drive home this thought that the campaign now is being waged.

"If you want to vote for our next President, if you believe in majority rule, now is the time to prove your right to citizenship; Register and vote," says a statement issued by the committee. "This is the message we are trying to get across. The cooperation has been splendid. Firms have promised to appoint chairmen within their organizations who will canvass every one from the president of the organization down to the janitor to find out whether he or she is registered. As soon as 100 per cent registration is secured a banner reading 'Every Eligible Voter in this Institution Has Registered,' will be awarded. The firms winning these banners will display them

so that their efforts may be cumulative. We hope that all St. Louis windows will blossom with these awards.

Automobile stickers are ready and any one who will carry a small sign on his machine reading "Register Today" is asked to communicate with the Get-Out-the-Vote headquarters, 701 Century Building, or telephone Olive 2998, Olive 5910 or Olive 5909.

Three hundred thousand dodgers for distribution through pay envelopes, or bundles are ready for distribution. These dodgers read:

CITIZENS REGISTER

You must register, September 22, 23, 24 or 25 at your polling place.

No previous registration counts. Register, so you can vote for our next President. "Those who can use any of these are asked to notify headquarters. We have small half-sheet posters similar to the cut displayed on this page. If you can use some and help advertise registration days, please notify headquarters."

Cause of Losses

(Continued from Page 25)

The tremendous losses, caused by over-purchasing which were taken during the last period of depression, can be attributed in part, to the lack of intelligent control of buyers' activities, the Division says in a chapter devoted to Centralizing Executive Control.

Making forecasts and Recording Results, Division of Budget For Control, Sales Budget, Merchandise Budget, Operating-Expense Budget, Advertising Budget, and the Advantages and Disadvantages of Budgetary Control, are discussed in succeeding chapters of the pamphlet.

The publication was prepared by Laurence A. Hanson, formerly affiliated with the Boston Retail Trade Board and later managing director of the Massachusetts Retail Merchants Association, as a result of original research in the field with which the bulletin deals. The data was gathered directly from prominent retailers all over the country. It represents the coordinated opinions of the most progressive retail agencies, and presents an approach to the solution of the problem heretofore unattempted, according to the Domestic Commerce Division. The pamphlet may be obtained upon request from "Greater St. Louis".

Y. M. C. A. Ad Classes to Open Next Month

THE United Y. M. C. A. Schools Standard Course in Advertising Fundamentals will be offered this year at the North Side Y. M. C. A. in combination with a practical laboratory course in applied advertising.

With these two features it is felt that those who are looking forward to advertising as a profession; advertising men who need to perfect themselves and qualify for advancement; merchants who wish to coordinate advertising with production, distribution, and selling; salesmen and salesmen who wish to know how to link up selling with advertising; business or professional men who wish to apply the principles of advertising to their own capacities, will find in the course "just what they are looking for" in the way of advertising study.

Earle Glenn Deane, vice-president and sales manager of the David A. Coleman Co., who has taught this course for several years, will have charge of the new course.

Contrary to the usual practice no outside lectures will be used in the course but instead the entire time will be devoted to practical, intensive study, it being felt that a study of the subject should not be broken by outside lecturers, it being possible for all students to attend advertising club lectures from time to time.

Unit I will cover factors in advertising; Unit II, Tools of Advertising; Unit III, Mediums of Advertising. Units I and II will be covered in the first semester and units III and IV in the second semester, which starts February 2.

Eisenstadt Mfg. Co. Making High Grade Fountain Pens

The Eisenstadt Manufacturing Co. has started the manufacture of fountain pens in St. Louis and is planning the development of this business in a big way. This adds a new product to the local market as this is the first time fountain pens have been manufactured here, it is announced by the firm.

Fire Prevention Week

(Continued from Page 9)

plans today. "The loss in the United States through damage resulting from fire averages \$500,000,000, and 15,000 lives are lost by fire in the United States and Canada every year. St. Louis pays its share of this loss.

"It is to be regretted, from statistics and investigation, that more attention is not paid to fire prevention work by the average citizen, as fully 85 per cent of the fires which occur are a direct result of someone's carelessness. The match, small and insignificant as it may seem, is the greatest one cause of fires, not only in St. Louis, but in the entire country.

"The aim of Fire Prevention Week is to impress upon the public consciousness the enormity of our fire waste, to the end that conditions may be improved and carelessness eliminated. Fire Prevention is not theoretical or idealistic. It is an intensely practical way of reducing fire waste. Many cities have conclusively demonstrated that fire prevention will pay great dividends in reducing fire loss in any community where it is intelligently and consistently applied.

"Our waste of \$5.00 per capita per annum means that every man, woman and child pays \$5.00 a year for fire waste. That means that the man with the average family, his wife and three children—a family of five—pays \$25.00 a year fire tax. It is estimated that the cost of maintaining fire departments and water supplies for fire protection is as much more. This means \$50.00 a year to the average family. Now, if on some blue Monday in every year a representative of the Government were to come around and ask us each for our check for \$50.00 to pay our share of the national carelessness, then we should realize what we pay. But we do not realize that we pay it, because that tax is indirect.

"The big manufacturers and the big merchants know that this fire expense is a tax. They equip their premises with automatic sprinklers. They put in protective apparatus. They get the lowest insurance rate possible because it helps them to compete; but the man in the street, the ordinary man, does not know how this fire waste is paid. Take wool, for example. Wool in the warehouse is insured—that is a tax. It is insured in transportation, and there it pays a fire tax. It is insured in the textile factory where it is worked up into cloth. It is insured in the clothing store, insured in the tailor shop, in the department store; and all the way along this fire tax is added to the cost, and when you buy a coat, you pay it."

Dun's Review Tells of Business Here

DUN'S Review, commenting on business conditions in St. Louis in the current issue, has the following to say:

"Retail distribution continues to show improvement, particularly through the Winter wheat area, where heavy marketing of grain is stimulating buying. Retailers generally, both country and city, are purchasing in larger quantities, and taking more diversified assortments. The number of current orders is large, and their aggregate good, while a decided improvement is noticeable in bookings of future orders for dry goods, boots and shoes, groceries and hardware.

"Wholesalers received a larger number of orders during the current week than they did during the previous one, but the attendance of visiting merchants was smaller."

All-Expense Personally Conducted Wonder Tour of Mexico!

(Mexican Government Co-operating)
Leave Chicago and St. Louis
Nov. 22, 1924

Arrive Mexico City in time for Mexican presidential inauguration, December 1st.

A special train of modern Pullman cars with standard sleeper, drawing room, compartment, club and observation accommodations, and dining car service, will depart from Chicago and St. Louis, November 22, 1924, with connections from Memphis, for an extraordinary tour of Mexico, a three weeks' trip, visiting points of commercial and tourist interest.

Similar tours will be operated on January 5, February 2 and March 2, 1925.

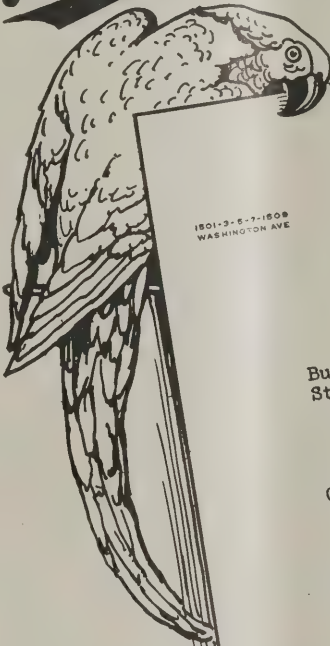
For descriptive literature, cost, and full information write—

C. L. Stone,
Pass. Traf. Mgr.,
Missouri Pacific R.R.,
St. Louis, Mo.



T.&P.—I.G.N.—NAT'L RYS. OF MEX.

Poll-Parrot



Says — "the Catalogs you printed for us, speak for themselves"

ROBERTS, JOHNSON & RAND
BRANCH OF INTERNATIONAL SHOE CO.
St. Louis, Mo.



September 5, 1924

Buxton & Skinner,
St. Louis, Missouri.

Gentlemen:
We believe, and have had outsiders remark, that the last issue of our catalogue is the best one that Roberts, Johnson & Rand has ever had the pleasure of sending to their customers.

This catalogue is a product of Buxton & Skinner— a product of those on the inside of your institution who did this job, and we wish you would pass on to your associates our sincere thanks and appreciation for the way they responded to our call for the one best book that has ever gone out to our trade.

Yours truly,
ROBERTS, JOHNSON & RAND (Branch)
R. E. Shurman
Advertising Department. mgr.

PET:MS

P. S. "STAR BRAND SHOES ARE BETTER"

CATALOG SPECIALISTS FOR OVER 40 YEARS

BUXTON & SKINNER
PRINTING AND STATIONERY COMPANY
306-308 N. Fourth St. ~ St. Louis

In dealing with advertisers, please mention "Greater St. Louis".

Expansion Movement

(Continued from Page 13)

Judge Daniel G. Taylor, Jas. A. Troy, Luther T. Ward, Walter B. Weisenburger, M. L. Wilkinson, Jacob Studdt, C. L. Shotwell, Henry Nickels, Sr., G. W. Adams, Senator A. E. L. Gardner, A. V. Lashly, Henry Heitmann, Edward Bayer, J. E. Hereford, Jos. Pondrom, Julius O. Trampe, Judge S. E. Hodgdon, D. C. Kirchoff, R. S. Ralph, Elmer Donnell, J. L. Boland, Jos. Matthews, C. C. Wolff and David Schmid.

Amendment No. 7, as drafted and agreed to by the civic organization of both St. Louis and St. Louis County, does not contemplate arbitrary action or forceable annexation of any territory whatever. As explained by Judge Arnold, there are about 70,000 people living just outside the city limits, a large majority of whom desire to be taken into the city because they desire the benefits of city schools, sanitary system, police protection and other advantages. Under a constitutional provision adopted in 1876, St. Louis has been "bottled up" so that it can not extend its city limits except by action of the State Legislature, which it has been found impossible to obtain, or by changing the State Constitution.

Amendment No. 7, which was placed upon the ballot by means of initiative petitions bearing over 56,000 signatures, provides for the appointment of a Board of Freeholders, consisting of eighteen members, nine from the city and nine from the county. Not more than 5 of either nine shall belong to the same political party. The Freeholders are appointed upon the filing of petitions containing the signatures of 3 per cent of the registered voters of both the city and county. The appointments are to be made by the Mayor and Judges of the Circuit Court of the City, and the Judges of the Circuit, Probate and County Courts of St. Louis County.

The Board of Freeholders will meet and prepare a scheme for the consolidation of the city and county, or parts thereof, on one of the following plans:

1. To consolidate the territories and governments of said city and county into one legal subdivision under the municipal government of the City of St. Louis; or,

2. To extend the territorial boundaries of the County so as to embrace the territory within the City and to reorganize and consolidate the governments of said City and County, and adjust their relations as thus united, and thereafter said City may extend its limits in the manner provided in Article XVIII, Chapter 72, Revised Statutes of Missouri, 1919, or as may otherwise be provided by law; or,

3. To enlarge the present or future limits of said City by annexing thereto part of the territory of said County, and to confer upon said City exclusive jurisdiction of the territory so annexed to said city.

After the Board of Freeholders has agreed upon a plan, as above outlined, it will have to be submitted to the voters of both St. Louis and St. Louis County, at separate elections, and will become effective only when it receives a majority of the votes cast in both city and county.

Facts Concerning St. Louis Issued by Building Organ

IN THE current issue of "Your Building", a publication edited by Louis O. Honig for the Boatmen's Bank Building Co., facts about St. Louis, furnished by the Chamber of Commerce, are printed as a regular feature. The organ is sent to firms and individuals throughout the United States and points the advantages of St. Louis as a manufacturing and residential center.

Do you ever need exact duplicates or perfect copies of any kind of

Documents, Letters, Maps, or Blue Prints?

TRY

PHOTOSTATS

MADE BY

ST. LOUIS PHOTO PRINT CO.

406-7-8 Times Bldg.

OLIVE 2938

Executorship is Work for an Expert

MOST MEN IN BUSINESS have neither the opportunity nor the time to become familiar with the duties of an executor-trustee. Yet a very precise understanding of these duties is only a part of the many necessary qualifications.

In addition he should be familiar with conditions in the securities market; he should have a thorough knowledge of the real estate business; he should know the

provisions of the various laws regarding estate taxes.

A trust company handles such work through a group of specialists. The St. Louis Union Trust Company, due to many years of experience in acting as executor and trustee, with a thorough knowledge of estate management, is qualified to manage your affairs efficiently and economically.

ST. LOUIS UNION TRUST CO.

BROADWAY AND LOCUST

Affiliated with First National Bank

TRUST SERVICE

EXCLUSIVELY

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business."

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion."

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

October, 1924

Number 2

TABLE of CONTENTS

THE LOCUST STREET SKYLINE CHANGES 2

ADVANTAGES OF ANNEXATION 5

By W. Palmer Clarkson

PROGRESS OF BOND ISSUE PROGRAM 6

BUSINESS CONTINUES BETTER 7

"SKY-RIDING" OVER ST. LOUIS 8

COMMISSIONER COYLE ON FREIGHT SERVICE 9

MONTHLY BUSINESS REVIEW 10

By Archer Wall Douglas

RETAILERS CONTINUE BUYING 11

SAFETY COUNCIL INAUGURATES DRIVE 12

OFFICERS

W. PALMER CLARKSON, President.
MELVILLE L. WILKINSON, First Vice-President.
CARL F. G. MEYER, Second Vice-President.
BAXTER L. BROWN, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDBY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER E. D. NIMS
JOHN H. GUNDLACH HARRY F. STIX
HAROLD M. HESS JOHN B. STRAUCH
LOUIS F. LUMAGHI F. W. A. VESPER
ROBT. L. NIEDRINGHAUS LUTHER T. WARD

Terms Expire November, 1924.

L. GUY BLACKMER D. H. KREMER
HENRY A. BOECKELER GEORGE F. POWELL
*O. L. SWANZEY WALTER L. RATHMANN
R. VERNON CLARK *RICHARD T. SHELTON
J. HENRY CONRADES JOHN F. SHEPLEY
*F. ERNEST CRAMER PAUL J. WIELANDY
LOUIS E. DENNING

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
Emil Ritter, Jr., Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. OF C. BUREAU—
Andrew G. Mungenast, President.
Dwight Holmes, Secretary.
MEMBERS' CONFERENCE—R. T. Shelton, Chairman.
W. Scott Hancock, Vice-Chairman.
MEMBERSHIP—Paul Y. Versen, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter C. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varsum, Secretary.
SALES MANAGERS—O. L. Swanzeay, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE.

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office in St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



(Converse County Court House, Douglas, Wyoming. Wm. N. Bowman, Architect.)

Terra Cotta Ornamentation Gives Impressive Beauty


Character and dignity in the design of any building are achieved by the selection of the proper materials.

The harmonies of color and texture obtainable in Terra Cotta, through the achievements of modern ceramists, have made this age-old building material pre-eminent as the vehicle of modern architectural expression.

When you contemplate building, ask the Terra Cotta Service Bureau, 128 N. Wells St., Chicago, telephone Dearborn 4251, to explain without charge or obligation, the merits of Terra Cotta from the viewpoints of beauty, color, permanence and structural economy.

Build with TERRA COTTA for Beauty

Greater St. Louis



*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

October, 1924

Number 2

Vote for Amendment No. 7

By W. Palmer Clarkson

President, St. Louis Chamber of Commerce

THE passage of the \$87,000,000 municipal bond issue nearly two years ago, the provisions of which are now being carried to fruition, leaves two outstanding civic problems confronting St. Louis. They are: the adoption of measures which would make possible the ultimate merger of the city and the county into one political and economic unit and the execution of the program for improvement of the terminal facilities of the city involving the exchange in the uses of the various bridges.

The importance of merging the city and county into one civic unit can hardly be exaggerated. It is fundamentally essential if St. Louis is to take its proper place among the large cities of the country with respect to population. The Chamber of Commerce, which prides itself on the part it played in securing passage of the bond issue, is no less vitally interested in the next big forward step—the merging of city and county, and after that has been accomplished in the terminal improvement plan.

The Metropolitan committee of St. Louis and county has expended more than \$15,000 to secure sufficient signatures throughout the state to place the Constitutional Amendment known as Proposition No. 7 on the ballot in the coming election. This proposition does not in itself effect the desired change. It does however provide the vehicle by which county and city may reach a mutually satisfactory agreement from which both may profit in forming a single political unit. It provides for a Board of Freeholders, upon whom would rest the responsibility for outlining such an agreement.

Both the Republican and Democratic state platforms contain plans favoring the amendment. The Missouri Press association and numerous other civic, social, professional and commercial organizations throughout the state have given their approval.

The question of bringing the city and county together in a manner which would redound to the

benefit of both has been agitated for more than a quarter of a century and while St. Louis and St. Louis County discussed the proposition and struggled for a tangible plan other cities expressed their determination in action with the result that St. Louis has lost its former place among the larger metropolises of the country.

St. Louis in the meantime however has grown in population in spite of itself. A large part of the population of this vicinage has settled in the county. Thousands of persons who daily labor in the downtown section of St. Louis live in the county. Industrially St. Louis has outgrown her corporation limits and scores of industries have located outside the boundaries of the city.

In view of these conditions the need for reaching a definite and mutually profitable plan for merging city and county is obvious. No sound reason either from the standpoint of the city or the county may be sustained against such a plan. It is high time St. Louis and St. Louis county get together and discuss such a plan. The agency through which such a plan may be formulated is provided in Proposition No. 7.

If St. Louis and St. Louis County expect to reap the results of past labors and to realize the full benefits of such a consolidation, now is the time to put forth every ounce of effort. Failure of Proposition No. 7 to pass in the coming election will mean indefinite postponement of a forward step which is inevitable. Consolidation will come sooner or later. The sooner it comes the better for all concerned.

St. Louis City and County have in Proposition No. 7 an opportunity for tremendous development. Only ignorance of what the Proposition actually means or gross misrepresentation of the benefits to be derived will defeat it. The verdict of every citizen of the state should on November 4 be unqualifiedly on the side of progress.

Work on Bond Issue Program Taking Definite Form in First Year of Actual Work

Total of \$1,751,061 Has Actually Been Expended, with Greatest Progress Having Been Made on Water Works, Hospitals and Institutions, Parks and Playgrounds and River des Peres Projects

THE vision of St. Louisans who voted for the \$87,000,000 municipal bond issue for civic improvements, boulevards, great public buildings and other public works is, though somewhat tartly nevertheless definitely, taking form. Work on the great program for city rebuilding and beautification is going forward.

Two years will have passed this coming February since the voters of St. Louis approved the largest bond issue of its kind in the middle west—certainly the largest in the history of St. Louis. It was not until June, 1923, however, that the first block of \$2,500,000 of municipal bonds was sold, so that it has been little more than a year since construction work on the gigantic program actually was begun.

Since that time contracts have been let for a total of \$4,795,407 and on these contracts a total of \$1,751,061 has actually been expended. So far also \$12,000,000 worth of bonds have been sold.

The greatest progress toward completion has been made on the following projects: the new \$12,000,000 water works located eight miles above St. Charles; hospitals and institutions for which \$4,500,000 was voted; improvement of existing parks and playgrounds totalling \$1,300,000 in the bond issue and the \$11,000,000 item for improvement of the River des Peres.

A large part of the money spent on the waterworks project has been for the construction of dykes on the Missouri river and the construction of intake and engine pits. Contracts for building the dykes amount to \$570,006 to date and expenditures so far under these contracts total \$345,725. Expenditures to date on the construction of intake and engine pits have amounted to \$147,507 under contracts aggregating \$1,058,000. The total amount so far expended on this project is \$1,713,552, while the total bonds issued for it total \$2,000,000. Of this amount \$1,927,751 has already been appropriated.

On proposition No. 12 calling for the improvement of present hospitals and the building of new institutions expenditures of \$369,377 have been made on contracts totalling \$637,343. A large portion of this amount was used for construction of a training school for the feeble minded, and on additions to Koch hospital. Part of this item of the bond issue included establishment of a department of radiology in the city hospital for which the city spent \$70,000. This department is used for treatment of cancer.

Work on improvement of the River des Peres has proceeded slowly. Of the total of \$1,150,000 in bonds sold for this project contracts have been let for \$429,208 with expenditures to date of \$139,803.

Among the completed works under the item for improvement of existing parks and playgrounds is the new locker

building at the Fairground swimming pool. This structure was completed early in June at a cost of \$51,525. The sum of \$56,192 has been spent for repairs and minor developments at various city parks and the purchase of equipment of playgrounds.

On the project contemplating expenditure of \$2,500,000 for the purchase of new park and playgrounds only \$90,000 has been spent, this sum being used to buy Lemp park.

On the grade crossing project bonds in the sum of \$65,000 have been sold. So far the city has spent \$192,267 for improvement of streets including Easton avenue, Pine-Lawton cut-off, and Watson road and work now under way involves \$57,128.

On the construction of the new Union Market \$33,208 has been expended while \$868,961 is under way. The sum of \$31,479 also has been expended and work completed on Engine House No. 19, as provided by the Fire Department item.

Nothing has yet been done on a number of items of the bond issue. The proposed \$5,000,000 new court house is being held up temporarily pending the outcome of the election November 4 when voters will determine whether the new structure will be placed on the site of the present court house or on the Twelfth street plaza.

No steps have been taken yet on improvement of the Union

Station plaza provided by Proposition No. 2 of the bond issue. No bonds have yet been issued and no steps taken toward the construction of the proposed aquarium in Forest Park for which under proposition No. 10 of the bond issue \$400,000 was provided.

Bonds to the full amount provided by the bond issue have been sold on Proposition No. 11 for the municipal power plant and the Board of Aldermen now has before it appropriation of the sum of \$1,000,000 included in that item.

No bonds have been sold on either proposition No. 17 or 18 which provide for a south approach and a northwest approach to the Municipal bridge. Proposition No. 18 will go before the voters on a referendum.

Other propositions on which no bonds have yet been sold include No. 13 for which \$5,000,000 for a municipal auditorium was voted and No. 14 for which \$6,000,000 was voted for a Memorial plaza.

That the improvement work on the various proposals of the bond issue has not progressed with the rapidity many citizens had hoped is undoubtedly true but in view of the fact that little more than a year has passed since the first bonds were sold and actual construction work on several of the projects was begun the records to date may well be accepted as indicating that the civic improvement program is progressing, slowly but none the less surely. (Continued on Page 18)

Bond Issue Program in Actual Development

THE Chamber of Commerce takes great pleasure in presenting to the readers of "Greater St. Louis" the accompanying digest of actual accomplishments in carrying forward the gigantic task of executing the various Bond Issue proposals. Developments show that the Advisory Committee, appointed to supervise expenditure of the huge fund, is proceeding prudently and efficaciously. The Chamber takes pardonable pride in the part it played in making the Bond Issue organization possible and it is the intention of this publication to keep Chamber members informed from time to time, on what is being done. As will be recalled, the present digest is the second which "Greater St. Louis" has provided in the time work on the program has been going on.

Business Continues on Upgrade, With Greater Volume In Most Lines

Although 1923 Was Banner Year and Some Months of 1924 Were "Spotty", Yet Aggregate Volume for This Year Will Be Greater, Leaders in Most Lines Anticipate

THE business revival experienced by St. Louis firms in September continues to grow greater and many leading business men expect a record year, according to expressions of opinion compiled by "Greater St. Louis".

Expressions from the various firm executives follow:

John A. Bush, President, Brown Shoe Company, Inc.: "Our shipments this fall have far exceeded those of a year ago and we are enjoying good sales. The future seems secure for shoe manufacturers who give good values and we are looking forward with confidence to future prosperity."

Ley P. Rexford, President, American Paper Products Company: "We find general business conditions improving in all lines of industry, as manufacturers of shipping cases, we are in close touch with all industries and we know that there is a general improvement everywhere. Our fall volume for 1924 will surpass that of 1923 by over 25 per cent. We can see nothing ahead to interfere with good business but a possible political catastrophe."

Aaron Fuller, Stix, Baer & Fuller Dry Goods Company: "Business has improved very much since September 1. The fall business of 1924 has increased over 1923. Although it is election year we feel certain the remainder of this year will be better than last year. As a whole, feel that 1924 will exceed 1923."

A. Landau, Landau Cabinet Company: "While our city sales have been materially greater than our country sales, we notice a slight improvement in general conditions. Our sales for 1924 will not equal those of a year ago but the future is promising of more general demands and we are preparing for a good future business."

H. W. Geller, President, Geller, Ward & Hasner Hardware Company: "Business in our line, especially the Builders' Hardware line, shows considerable improvement. Our sales up to the present time are satisfactory, as compared with 1923, which was an exceptionally good year with us from the standpoint of sales. We are expecting steady improvement in conditions and also expect our volume from now on to equal that of 1923."

P. H. Brockman, Deluxe Automobile Company: "Conditions are 100 per cent better than they have been for some time and we are preparing with confidence for an active future."

W. E. Engle, General Manager, Abeles & Taussig Lumber & Tie Company: "General business conditions are improving and should continue to do so, particularly after the uncertainty

as to the outcome of the election is over. Last week was an excellent one for us, both in orders and inquiries, and we are hoping and feeling that there should be a continuation from now on until business is restored to normal. It is our opinion, however, that there will not be any great boom, but that business will run along at a more nearly normal gate than during the past several years. As a matter of fact, this is much preferred among the people in our industry, and we believe it applies to all other lines of business."

F. A. C. Skinner, President, Skinner Bros. Mfg. Co., Inc.: "In spite of forecasts that business would be slack this year, we have found the contrary to be true, and at this time we are assured that 1924 will be the banner year in our history. From coast to coast business prospects have improved greatly among our branches the last few months. Business, we are certain, the remainder of the year will be excellent."

H. R. Henderson, President, The Absorene Mfg. Company: "We found business conditions improved during the past month. Our fall business in September equalled but did not surpass September, 1923. I believe the remainder of the year is going to be still better and anticipate that business will be larger than in the fall of 1923. Our business during the first six months of this year ran about 20 per cent ahead of 1923 and I expect the entire year will average between fifteen and twenty per cent increase."

Douglas B. Houser, Vice-President, St. Louis Globe-Democrat: "We find our business improving every day. So far this fall we have carried more advertising than we did during the corresponding period last year, and we believe that between now and the end of the year we will break all former fall records."

Fred Schoenteler, President, Algonite Stone Mfg. Company: "Competition in our line is particularly keen and work is awarded regardless of costs. We have not enjoyed a very good year and the future promises to be quiet."

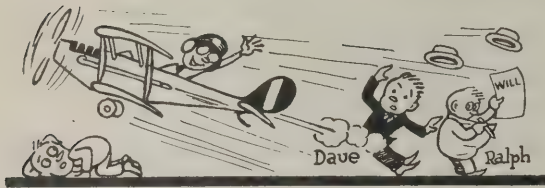
Eben Rodgers, Secretary, Alton Brick Company: "A slight decline in sales is being at this time experienced, although our 1924 sales have been above those of a year ago. I do not look for immediate recuperation of the market."

Harry V. Bayse, President, American Furnace Company: "We find business improving in our line quite a bit this fall. Our fall business is better than that of 1923. Our September increase was about 30 per cent over that of last year, although

(Continued on Page 28)

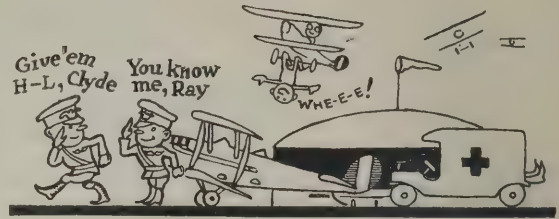


Concerning Aviation, or "Sky-Riding" as We Call It



Dave and Ralph are Enticed to Make an Aerial Survey of St. Louis. Artist and Writer Have Gained Fame by Previous Publication in Greater St. Louis

By RALPH E. MOONEY
Drawings By DAVE LEAVITT



DAVE and I are in the way of becoming famous. At least, it would seem so.

After doing our article in the July number about the "Behind The Scenes Tours" which were conducted by the Advertising Club, under the wholesome auspices of Nelson Cunliff and Charley Williams, we expected to retire from public life and devote ourselves to books and philosophy but like Emerson's man with the mouse-trap, there was nothing doing. The world began to make a path to our door. We got an assignment.

The assignment was to make an Aerial Survey of St. Louis, including the Chain of Rocks and the Cahokia Power Plant, as guests of the 110th Aero Squadron. Such a survey included flying. We studied several dozen ways of making it without flying but none were agreeable to our hosts. Then Dave got to worrying over my family. What would become of them if the aeroplane I was in should get too intimate with the Chain of Rocks or with Cahokia?

That was a thought that began in my brain and then went right down my backbone and finally went in and disturbed my digestion. My digestion is very delicate. Then, I had another thought. What if it was Dave's aeroplane? Where would the necessary art work come from? I expressed the thought.

"I'm not worrying so much about that," said Dave. He swallowed

something as he said it. Something large that had corners on it, from the look on his ordinarily placid countenance.

"Well, neither am I," I answered. "Besides, I don't think the little lady at home will consent."

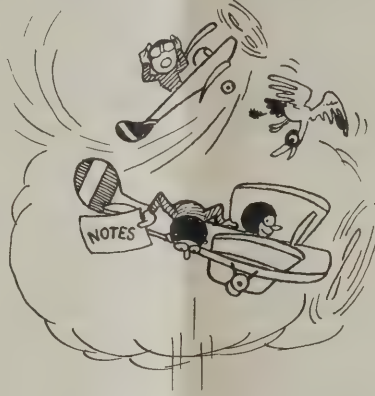
Dave brightened.

"I told them there might be difficulties on that score," he said.

But she did consent! That's always the way with a woman. Shakespeare remarked the same thing.

So it was decided we would make the survey. (Fame is not without its drawbacks.) Accordingly, we went forth to Bridgeton Flying Field, or the Lambert-St. Louis Field as they call it. Before going to the field, we had lunch. A very light lunch. I wanted some doughnuts but had little trouble in giving them up. Every pound, you know, falls sixteen feet the first second, thirty-two the next and so on for a limited number of seconds. Then you reach Infinity and can't go any further. I had the thought, as we say in the Advertising Club (the Salesmanager's calls it "the slant" but it means the same thing), I had the thought that two doughnuts, say, might help me into Infinity a few seconds sooner than necessary. So I put my nickel back in my pocket.

At the Flying Field, we made preparations to go upon our Aerial Survey of St. Louis. I wrote a brief document and addressed it to my lawyer and Dave read for a time from a small leather bound Book. Then some exuberant young men rolled a flying machine or aviatron out upon the field or Aerodrome,



Europe which has been named the World War, (2) he had since been engaged in commercial aviation, carrying passengers and delivering aeroplanes for manufacturers to gentlemen who wished to operate them from Florida to Cuba for some reason and (3) he was commander of the 110th Aero Squadron, St. Louis' National Guard aviation unit.

I readily perceived that Mr. Wassall would be an ideal companion for a flying trip, particularly since I am not a skilled aviator myself. I flew once, in 1910, in a Wright biplane and have been, as I phrase it, shaking hands with myself ever since I got safely down upon that occasion but I have had no real experience in piloting a plane. Therefore, I appointed Mr. Was-

sall to the position of Chief Navigator of my ship and instructed him that he was to attend to the maneuvering and assist me in making the survey at such times as might be necessary. I gave him the rank of Admiral. Being in Supreme Command, I took the honorary title of Commodore for myself.

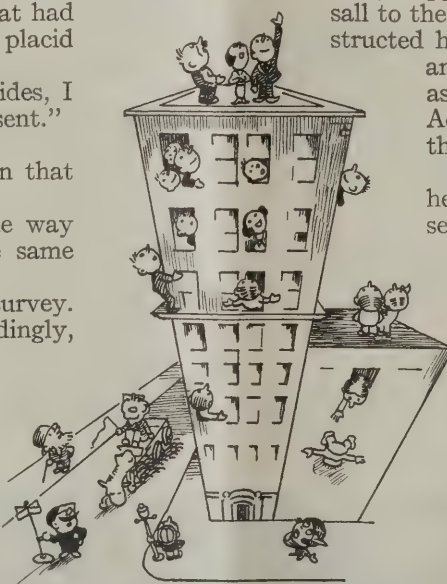
Mr. Wassall was overjoyed at the honors I had heaped upon him and straightway busied himself about my ship. He went at it in a way that

showed his skilled knowledge, putting gasoline in the tank and water in the radiator—matters which I should have overlooked unless someone had called them to my attention. Then, he told me all was ready and I wrote another short letter and prepared to take my place.

Meanwhile, Dave had—somewhat gingerly, I fear—taken command of another ship. I can afford to be frank in my use of adverbs where Dave is concerned. I can even soak him a hard one now and then because in the art work, he will soak me good and plenty. It may be malicious

in me to say so but I know it for a fact. The art work will, in no way, do justice to my courage and cool-headedness during this survey.

Dave had chosen for his companion a grizzled old air-dog named Clyde Smith, who is also a pilot for the 110th Aero Squadron and who has been up in the air, man and boy, for nigh on forty years. Through many a long winter evening and many a summer afternoon, Dave and I have sat at his knee while



(Continued on Page 30)

Advantages of St. Louis' Package Car Service For Retail Merchants Explained

P. W. Coyle, Traffic Commissioner of Chamber, in Address Before Annual Convention of Traffic Group, National Retail Dry Goods Association, Tells How Retailers Should Use Less-Than-Carload Service

THE economic value in the form of more expeditious and reliable distribution of goods resulting from the consolidation by retailers of their less-than-carload tonnage into full carloads, was explained by P. W. Coyle, traffic commissioner of the Chamber of Commerce, before the conference luncheon of the National Retail Dry Goods Association traffic group yesterday at the Statler Hotel. He urged retailers to insist that their jobbers and manufacturers consider these factors.

Incidentally, he drew attention to the package car service inaugurated in St. Louis, and quoted an excerpt from Commerce and Finance, praising the service as a "strong talking point from which St. Louis business men have profited greatly."

"I have been asked to address you on our package car service, originated and developed here in St. Louis," Commissioner Coyle said. "While it is important that the retailer should consolidate his less carload tonnage into carloads to as great an extent as possible, yet it is found that as a practical proposition it is quite beyond the power of the retailer as a consignee to thus consolidate to any great extent. Therefore, it is my candid opinion that the retailer as a consignee should take into account all the economic features involved in such consolidation and demand that the jobber, or manufacturer, with whom he places his order, shall consolidate or ship the goods in such a manner as to give to the retailer the quickest turnover of his purchase.

"Speaking in a purely technical sense there are two means, or methods, of consolidating less carload shipments,—both in a measure involving economic conditions—and it is, therefore, obvious that the consignee should, so far as it is within his power, seek to obtain such consolidation of the less carload shipments as will yield him the best ultimate results. One method of consolidation is to concentrate shipments into carload lots in such a way that the less carload shipments coming properly under the consolidating rules of the carriers may be carried as carload shipments at lower rates than if shipped separately. This method, as you must know, involves more or less delay at point of origin, and more or less delay at point of delivery,—first, in so consolidating as to come within the rules of the carrier which will permit of the application of the carload rating; and, second, in distributing the assessment of the entire carload charge equitably on the less carload shipments at destination.

"There is also involved another phase of this method of consolidation which must and is taken into account carefully by the cautious shipper, or consignee; that is, the responsibility which is shifted from the carrier to the consolidating company or organization handling the goods in this manner, because, obviously, under the rules of the carrier, in order to obtain carload rating the entire carload must be made by one con-

signor and to one consignee. Therefore, the consolidating company or shipping agency is intermediate with the shipper and the carrier, and becomes the party immediately responsible to the shipper in case of loss or damage. It is unnecessary, I know, to dwell upon that phase of the subject in discussing it with you experienced traffic men.

"This subject in general was one which confronted the St. Louis Chamber of Commerce when I came to it some

eighteen years ago, and after much thought and consideration, in counsel with the Traffic Managers of all the principal industries, constituents of the Chamber, the conclusion was reached that the interests of our shippers and the patrons of this market would be much better served, by leaving to the individual shipper the question of consolidation, for the purpose of obtaining reduced rates through consolidating or shipping agencies, but that we, as an organization recognizing our obligation to the patrons of this market, should put forth every effort towards establishing a system of handling our less carload shipments,—not for the purpose of obtaining reduced rates, but for the purpose of obtaining expedited, regular, dependable service in the distribution of goods purchased in this market, to the end that the period of suspense in transit be reduced to the minimum, and thereby contribute to the quickest possible turnover of the

capital invested in the goods.

"I found when I came to the Chamber of Commerce that the shippers and carriers were both groping in the dark with respect to the movement of this less carload traffic. The Traffic Bureau of the Chamber, therefore, with the counsel and advice of our Industrial Traffic Managers, set about establishing a system of handling these shipments which would disclose to the public what the carriers were attempting to do, and present to the carriers facts which would justify them in expanding and systematizing their service. This we termed our 'Package Car Service'. First we obtained definite schedules from each of the carriers serving St. Louis giving the time of departure daily of all through merchandise cars sealed to given break-bulk points, the number of days in transit and the hour of arrival at destination. This we published in book form, similar to this which I present to you. This not only disclosed to the shipping public the service offered by each carrier but it disclosed to all the carriers what each was doing. You traffic men must know that when these facts were thus disclosed to the carriers it stimulated activity on the part of those whose service was not up to the satisfactory standard at competitive points, thus causing improvement in the service in general; or, to be more specific, within six weeks after the publication of our package car book we had applications for amendments to

Service Saves Time and Money

TWELVE hundred package cars daily from St. Louis give the retailers who use this market almost express service for their freight.

No city in the United States has developed the package car service as has St. Louis. Many of them have followed the idea to some extent, but it is not working anywhere so well as it is here.

P. W. Coyle, Traffic Commissioner of the Chamber of Commerce, was the man who started the idea and put it in execution.

There are many retailers who do not yet realize its advantages, and we want every retailer to read the speech made by Mr. Coyle which fully explains the package car system, and how it saves time and money to the retailer who uses it.

Production Increases and Unemployment Is Lessened, Archer Wall Douglas Writes

Course of Future Business Will Be "Orderly, Forward Movement," Until Normal Condition in All Lines Is Reached—Various Reasons for Increasing Business Improvement Cited

By ARCHER WALL DOUGLAS

FORECASTING the future of business events is a precarious and uncertain occupation as is very evident to those statisticians who, some weeks ago, predicted immediate prosperity, but now are up a tree scanning the distant horizon for that little cloud of dust which shall foretell the coming of better times.

By all the rules of economics we should be submerged with incoming business. There is a gradual increase in production in nearly all lines of manufacture. Unemployment decreased in both August and September, which means an increase in the purchasing power of the multitudinous many. Pig iron production in September was 2,016,275 tons compared with 1,891,145 tons in August, and the output of pig iron is held by many economists to be the real barometer of business activity, that is until they get another one more up to date. Automobile output was about 249,000 cars in September against 251,000 cars in August, though it is well not to confuse production with sales in the automobile business, for they are not always synonymous terms. Also, freight car loadings in September ran along at the rate of 1,000,000 cars per week, thus breaking all records for this year, and stacking up close to those of September a year ago. And thereby hangs a tale. Freight car loadings are supposedly the best index of the movement of merchandise, but at present they do not "gee" with the general distribution of goods through the usual channels of trade, so far as we have facts and figures. For the car loadings show a greater movement of such merchandise than we are able to find. There are many explanations of this apparent discrepancy, though none of them explain, as they do not usually come from those who are in touch with the actual facts. A number of shipments represent raw materials which later on will come into the general business of distribution in the form of fabricated products. Besides an especially large number of the cars are grains which are bound for the mills, or for export, and for which the farmer has yet to spend his money with the retail dealers. In other words, grain, ore, forest products, and the like represent the business of distribution which is yet to be, and cannot now be definitely expressed in terms of merchandise distribution in the regular wholesale and retail fashion. Then there is the stock market, the most sacred of all business barometers, which had a prolonged advance and then, of late, took a tumble to itself as though not sure that it had not overstayed its market. Fortunately, for its barometric reputation it has a wide margin of safety, as it is said, by its movements to forecast similar happen-

ings in the commercial world by from six to eight months. So it has still lots of time to make good. And in all likelihood it will. For the hesitation of trade in the face of generally wide spread, sound, fundamental conditions has an easily explained solution. Caution and conservatism in buying are characteristic of consumers and dealers alike, and in all sections of the country, no matter how good the actual conditions, nor how promising the outlook. All of which is based on the common

sense proposition that productive capacity in practically all lines exceeds the likelihood of any prospective demand in the near future. Moreover, the railroads, and transportation in general, are giving the best service in all their history. Consequently there is no speculative inducement to anticipate wants, nor to do more than provide for immediate needs, and thus pay some attention to making profits by intelligent merchandising, that much talked of but seldom practiced factor in successful business.

This conservative attitude is not likely to alter materially in the future save as the agricultural

world realizes the benefit in gradual fashion of the high prices of farm products, and thus adds to its buying power. Cotton will be mostly picked and sold by the first of the new year. Wheat will continue to be shipped from the farm well into next spring, though the inducement of remunerative prices will hasten such shipments. Rising prices for livestock, now apparently well under way, will bring larger consignments, especially as there is also the incentive to dispose of cattle and hogs rather than carry them through the winter on expensive feed.

The course of business will be therefore in the nature of what was called during the war, "an orderly forward movement," carried on "soberly and advisedly" (in the language of the Prayer Book), but nevertheless natural and healthy, and exceedingly normal. We have been praying for normal times so long that we will have quite an opportunity to see what they look like, as they will probably be with us for quite a while, at least that should be our hope. Immediately ahead lies some passing hesitation, due in measure to a Presidential campaign, which always creates some temporary doubt and uncertainty, all those interesting statistical charts and fictions to the contrary notwithstanding. This does not give promise, or threat, of amounting to much this time, and afterwards we shall, in likelihood go on with that slowly hastening improvement in business which is already increasingly in evidence.

Business Continues to Grow Better

MR. DOUGLAS, in the accompanying article, points out that general business is not going to come upon us at one swoop. The movement is gradual, and business will continue to become better and better, as Dr. Coue might say. With the improvement in Europe, the increased production in the United States and lessening of unemployment, it is not difficult to foresee an era of prosperity such as we have never before had.



Wholesalers and Manufacturers Report Continuance of Good Business

Many Large Orders Being Received and Heads of Firms Say Conditions are Better Now Than They Have Been for Some Years—St. Louis House Competing Satisfactorily With Those of Eastern Markets

REPORTS from wholesalers and manufacturers of the Washington avenue district continue to be as optimistic as the period just following the fall market season. That business has not been as encouraging in many years, is the consensus of opinion from up and down the avenue.

The Queen Manufacturing Company, which has grown in four years from a two-machine-in-one-room concern to a factory of thirty machines, reports a constant gain in selling, with more orders than can be filled. A decidedly optimistic outlook for the present and future seasons was voiced by S. Glatstein, secretary.

"Business is splendid, our one trouble at present being the difficulty of securing raw materials to work with. The sudden demand that was created after farm conditions improved caused high prices and a number of strikes in Eastern factories," Mr. Glatstein declared.

The Queen Company three months ago began the manufacture of popular-priced silk and cotton dresses, each \$3.75. It was originally a house making and selling only bungalow aprons and house dresses.

"The new dresses are going over well. The price is intended to compete with low-price Eastern houses and the result has been most satisfactory, with steady improvement each month. The venture was a daring one at first, but it has succeeded," Mr. Glatstein said.

Thus more and more St. Louis houses are competing satisfactorily with those of the East, who considered their market immovable.

Styles new and unique in belts for men are being manufactured and exploited successfully by the Hurst-Zucker Neckwear Company. Wide belts—the widest on record—have been adapted from women's belts both in colors and in increased size. They are becoming extremely popular with men, young and old, according to Harry H. Zucker, president.

These belts measure from one-and-three-fourths inches and over to two inches in width, which has not been done before. The material is pigskin and bridle cowhide, perforated gaily and inlaid with exotic Roman stripes. They sell wholesale for eight dollars apiece.

The Prince of Wales belt is another new feature developed since H. R. H. recently visited in the East and in Canada. It is a natty pearl gray, such as the Prince wore to the Polo matches and sells for nine dollars. Another new fashion is the hand-carved black Mexican belt, selling for seven dollars and fifty cents.

"They are going over big and the present outlook in business is better than last year," Zucker declared.

The eighteen Hurst-Zucker salesmen are on the road now. This company sells to the Western coast, to the Gulf on the South, and in the Central Americas.

The Levis-Zukoski Mercantile Company reports an active season and business, with their twenty-eight salesmen now on the road with goods. Spanish shawls and Spanish

sailors are being featured extensively this year. Also much gold trimming on the trimmed models. They are extending the business farther to the East this year, reports the sales department.

The Rothschild Bros. Hat Company's forty salesmen are now on the road exhibiting the coming, new spring line.

"I have not seen as many merchants before in St. Louis as appeared the last market season," Sidney Rothschild, president, declared. "Instead of buying on the road, they came here. Sudden prosperity resulting from good crops is the cause."

Powder blue, the new, smoky gray-blue that is being featured in men's wear, is selling fast in the hat model, according to Rothschild. Likewise pearl shades and steel effects are popular this season. Felt hats, equipped with self-bands, are lighter in tone in the more expensive models. A tendency toward velours, silk finish and rough effects is marked this year also.

C. J. Harbaug, sales manager of the St. Louis branch office of Corticelli Silk Company, declared that they were "sitting on top of the world." Cotton prices are fine, and wheat and corn selling for a good price, he said, consequently optimism was bound to

reign. Salesmen had reported splendid fall results, and the market seemed fine, with a decided advance over reports of the preceding year.

Brocades and satin-faced crepes of plainer design are leading the fashion this season.

Kobe, a burnt russet, and "fairway" green, the exact color of which should be familiar to business men, are the new shades selling in silks. These colors suit many different types of complexion.

The month of September saw the liquidation of the George F. Dittmann Wholesale Shoe Co. No plans have been formulated as yet for future activity, Phil A. Becker, treasurer, said.

The Carafol-Silverman Company, wholesale manufacturers of ladies' wear, report a gratifying buying season from both local and outside retailers.

"Buying is very liberal. In the ladies'-to-wear business are the first reflections of prosperous conditions," J. E. Silverman, vice-president, declared, "because women start buying when business picks up." This company, manufacturers of high-grade women's wear, sell all over the United States and principally in the large cities. Many original designs are developed by the Carafol-Silverman designers, and are later sold in the finished product to Lord and Taylor's, New York, and other nationally known houses. Frequently, St. Louis misses and matrons travel East and buy a "late creation" in sports model which has been created and manufactured in St. Louis.

Hairline stripes and Twain'O, a two-tone all-wool, a recent development in style by Carafol-Silverman, are being featured this season.

Business Continues on Upgrade

THE ending of the market season in St. Louis last month did not bring with it any cessation of buying on the part of retail merchants. Large orders are coming in continuously and leading firms believe conditions are more encouraging now than they have been in many years.

It is gratifying also to note that St. Louis-made-garments are continuing to gain in prestige. As is pointed out by one manufacturer, St. Louis women now frequently buy garments made in this city, whenever they may do some shopping in the east.

St. Louis Safety Council Conducts Campaign to Lessen Highway Accidents

Alarming Increase in Traffic Fatalities Prompts Drive in Which Entire City is Asked to Co-operate—Safe Highway Club to be Formed Among Vehicle Drivers and Pedestrians

IN VIEW of the alarming increase in traffic fatalities and the increase in the number of traffic accidents occurring on the highways of St. Louis, the St. Louis Safety Council is conducting a campaign of education in an effort to make the streets safer for pedestrians and automobilists. The campaign will take the form of a Safe Highway Club which motorists and pedestrians will be asked to join, pledging their co-operation in conducting themselves safely while using the highways. The movement will continue until October 31.

Oliver T. Remmers, President, St. Louis Safety Council, is General Chairman of the campaign, and the following are divisional leaders: Chas. M. Talbert, Deuchler-Talbert Ins. Company; Chas. B. Hardin, Claims Attorney, United Railways Company; C. Howard Stewart, Assistant Treasurer, Laclede Gas Light Company; Herman Spoeherer, Secretary, Union Electric Light and Power Company; Arthur T. Morey, General Manager, Commonwealth Steel Company; Walter S. Marx, Marx-Haas Clothing Company; Dr. R. S. Vitt, Robert E. Lee, Sec'y-Manager, Automobile Dealers' Association, and T. P. Chapman, President, T. P. Chapman Paper Company.

Each of these divisional leaders has appointed ten team captains and each captain has been asked to form a team of ten members for the purpose of soliciting the support of the driving and walking public in the coming campaign.

A distinctive windshield sticker is being presented to each member for use during the campaign, on the lower right-hand corner of their windshield, and each member will be required to sign a pledge to observe road courtesy when driving and agreeing to cross streets only at intersections when walking. The pledges are as follows:

"I do hereby pledge myself in joining the St. Louis Safety Council Safe Highway Club, to observe the following safe practices:

When I Drive: (1) I will observe road courtesy. (2) I will never drive into an uncertainty, and will approach blind corners with my car under emergency control. (3) I will bear in mind that other motorists and pedestrians have as much right to the highway as I have and I will be especially cautious in observing children, the aged and infirm. (4) I will try to be a safe and courteous driver, co-operating with the Safety Council and encouraging others to do the same. (5) I will read and obey the traffic laws.

When I Walk: (1) I will cross streets only at designated crossings. (2) I will look first to the left and then to the right before crossing streets to be sure traffic permits a safe crossing. (3) I realize it is easier for me to control my actions in crossing streets than it is for a motorist to control his car and will act accordingly. (4) I will obey the signals of traffic officers and automatic traffic signals knowing it is just as necessary for me to do so as it is for motorists. (5) I

will co-operate with the Safety Council in trying by precept and example to eliminate the dangerous practice of jay-walking.

A metal emblem containing the words "Member Safe Highway Club, St. Louis Safety Council" will also be presented to each motorist who joins the Club, for use on the radiator of their cars, while pedestrians who join will be presented with a button to be worn on the coat lapel, bearing the same wording.

In addition to the teams which are working during the campaign the following organizations have offered their co-operation in appointing committees and soliciting memberships for the campaign: Automobile Dealers' Association, Chamber of Commerce, Advertising Club, Rotary Club, Kiwanis Club, Lions Club, Optimists Club, Manufacturers' & Merchants' Association, Junior Chamber of Commerce, St. Louis School Patrons' Alliances, Missouri District Parent-Teacher Associations, Women's Chamber of Commerce, Church Federation, Local Chapter Boy Scouts of America, Police and Fire Departments.

A Speakers' Bureau functioning under the leadership of Roy Rauschkolb of the Development and Service Bureau of the Chamber of Commerce, has already received requests from the following organizations for addresses

on safety subjects pertaining mainly to the organization of the Safe Highway Club during the period of the campaign: Chamber of Commerce, St. Louis Medical Society, 27th Ward Republican League, Association of Manufacturers' Representatives, St. Louis Y. W. C. A., St. Louis Co-operative Club, North 14th Street Improvement Association, Institute of Electrical Engineers, Rotary Club, Kiwanis Club, Cabanne District Improvement Association, Engineers' Club, Carondelet Improvement Association, Lions Club, Junior Advertising Club, Scruggs' School Patrons' Association, Railway Superintendents Association, Advertising Club, and Granite City Commercial Club.

H. R. Northrup, Statistician of the Safety Council, presented an analysis of the causes of highway traffic accidents the first eight months of 1924 compared to the same period last year, as follows:

	1923.	1924
Careless driving.....	4672	3665
Not determined.....	2789	1833
Car not under control.....	Not classified in 1923	
Unavoidable.....	350	713
Skidded.....	477	587
Mechanical defects.....	323	409
Carelessness of pedestrians.....	324	316
Incompetent drivers.....	381	206
Turned without giving signal.....	35	165
Drove from curb without signal.....	56	131

(Continued on Page 20)

Making St. Louis Safer

THE movement of the Safety Council to lessen, if possible, the alarmingly increasing traffic accidents and fatalities in St. Louis, is a most timely one. Coming in conjunction with efforts being made to decrease traffic congestion in some sections of the city, also a potentially dangerous condition, the campaign is certain to be of some benefit.

Motorists and pedestrians alike will be asked to join a Safety Highway club, fostered during the drive, and each member must sign a pledge which, if adhered to, will bring about a decided change for the better. The movement merits the support of all citizens.

In dealing with advertisers, please mention "Greater St. Louis".

Advantages of Package Car Service

(Continued from Page 9)

include package cars to sixty additional points which had been placed in service within that time. This system embraces the movement of from one thousand to twelve hundred of these package cars, sealed at and forwarded from St. Louis daily, consigned to over 500 important break-bulk points throughout the United States. These cars contain less carload shipments from various consignors to various consignees for consumption at the break-bulk points, or for distribution therefrom to nearby stations.

"When these schedules were published it then became a question with us as to just how closely they would be observed. We, therefore, set about, through cooperation with the carriers, to obtain definite information with respect to the movement of each of these cars, so that at the end of the month we could state, after examination of the records, just what had been done with every car by each railroad. These statements we publish monthly. This is a sample of such statements.

"From time to time previous to the war we endeavored to get the carriers to permit us to consolidate our less carload shipments on some one of two or more roads serving a common point, but owing to the individual interests involved of course we did not get very far with that proposition.

"However, during the war a system of handling these package cars was inaugurated by the Federal Government, then in charge of the railroads, which enabled the shippers to concentrate these less carload shipments as we had suggested. In order to perpetuate this to as great an extent as possible, a committee of five, representing the shippers of St. Louis, known as the 'Routing Committee', meets once a week with the Traffic Bureau of the Chamber of Commerce, for the purpose of determining the most available and expeditious routes for the handling of these shipments from St. Louis to every railroad station in the United States. This committee considers all phases of the package car service and gives to the Shippers' Guide Company, for publication in loose-leaf form, full information as to the proper routing to be observed in order to obtain the best service. This guide, now used by the shippers of St. Louis, enables the shipping clerk to determine the railroad to which a shipment should be delivered in St. Louis in order to reach any point in the United States in accordance with the suggestions of the Routing Committee.

"Through this package car system points within approximately 300 miles are reached over night, or for next morning delivery, and points beyond for 2nd, 3rd, and 4th morning delivery, with a maximum to the Gulf and Atlantic Coasts 4th day, and to Intermountain and Pacific Coast territory 5th and 9th days, respectively.

"It will, therefore, be quite apparent that this system substantially furnishes to our patrons express service to these consuming and distributing points, at freight rates. The system is perfected to the extent that the St. Louis Chamber of Commerce furnishes to its members monthly statements showing the actual movement of package cars. These monthly statements in the hands of the traveling salesmen from this market furnish substantial evidence as to the expedited service rendered by the carriers and the care that is taken by the shippers to have goods purchased here delivered promptly and safely.

"Thus it will be seen that the shippers of St. Louis do not rest content with the schedules showing the probable time in transit of these package cars, but are 'from Missouri', and are, therefore, 'shown' at the end of each month, as indicated, just what service is rendered in the distribution of goods sold to patrons of this market. The value to shippers in the district and to consumers is illustrated quite clearly in the following extracts from an article published in 'Commerce and Finance', of New York City:

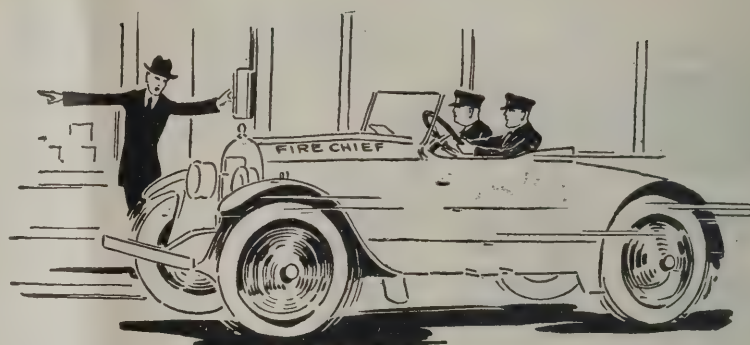
"This service is so scheduled that a salesman for a St. Louis house 'out on the road' may, by referring to folders which he carries, tell his prospective customer with great accuracy when he can expect his goods to arrive. This is a strong talking point from which St. Louis business men have profited greatly.

"The advantage to the ordering merchant in enabling him to make a shorter turnover by decreasing the time his goods are in transit is obvious."

"What I have endeavored to impress upon you by this rather prosaic outline of the development of this Package Car System in St. Louis, is that, as I view it, it is incumbent upon the shippers at a large distributing point like St. Louis to assure to the patrons of this market that purchases shall be delivered at destination as expeditiously and as safely as

possible, so that the owner of the goods, while paying, perhaps, a high standard of rates, shall get the very best service it is possible to obtain. This applies particularly to the dry-goods trade because of the fact that goods ordinarily handled by such retail dealers are assessed relatively high rates and they are, therefore, entitled to the best possible service.

"I consider that the jobber, or manufacturer, with whom an order is placed by a retail dealer, is obligated to give as much attention to the forwarding, expeditious movement and safe handling of the goods to destination, as is a retail merchant in delivering goods to his local customers. It is, therefore, on this theory, or principle, that we concentrate our efforts upon our Package Car System."



On Their Way To Your Plant

The fire chief speeds on his way to direct the fight against fire in your plant. Damage by fire and water before the blaze is subdued, he makes as small as possible. But there is a loss. Our Loss Prevention Engineering Service ferrets out probable causes and helps prevent such losses. Main 5555 is the number you want.

Lawton-Byrne-Bruner

Insurance
Underwriters



Insurance
Engineers

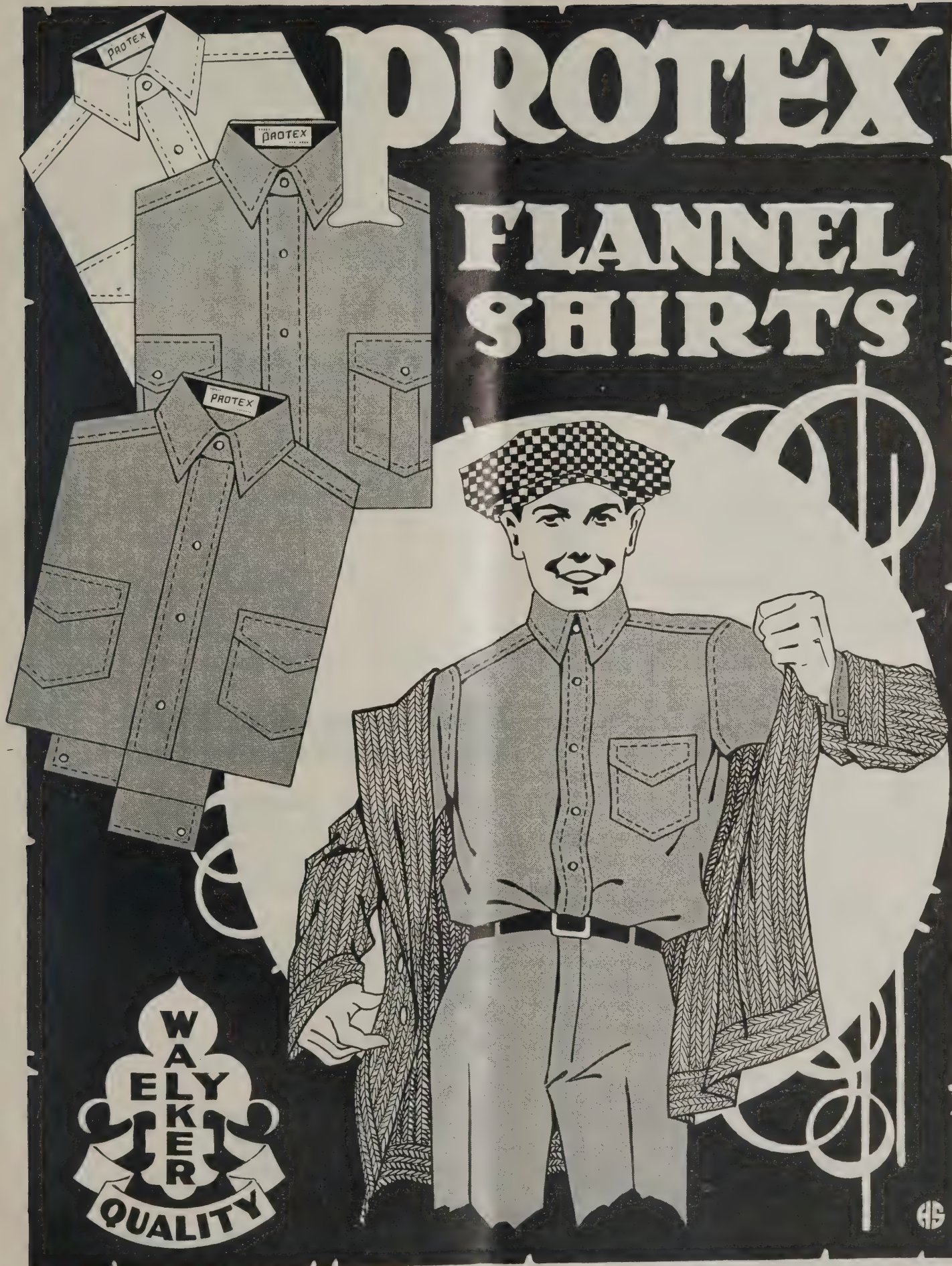
Pierce Building

Insurance against practically every loss that can happen to persons or property


In dealing with advertisers, please mention "Greater St. Louis".

PROTEX


FLANNEL SHIRTS



The illustration features three flannel shirts on the left, each with a 'PROTEX' label on the collar. On the right, a man with a mustache and a checkered cap is shown wearing a flannel shirt and holding a patterned cardigan. The background is dark with white decorative swirls.



WALKER
QUALITY



In dealing with advertisers, please mention "Greater St. Louis".

Chamber Acts on Five Proposals on November Ballot

THE Board of Directors of the St. Louis Chamber of Commerce has given careful consideration to several of the propositions which are to be upon the ballot for the November 4 election, and has declared itself on five of them, as follows:

FOR

Amendment No. 1—Fixing salaries of Supreme Court judges and providing for two additional judges, etc.

In the last few years, the number of appeals to the Court has almost doubled and, even with the appointment of commissioners to assist the judges, their docket is more than a year behind. Should the Court be increased from seven to nine members, it could be divided into three divisions instead of two, and thus help out the docket.

Speeding up the work of the Court would prove beneficial in many ways, especially in the case of appeals on criminal cases. This amendment is generally regarded as a good one, and the Directors voted to support it.

Amendment No. 4—Regulating salaries and expenses of members of the General Assembly, and prohibiting appointment to positions in either house of persons related to a member of the Assembly.

It is necessary to increase the pay of members of the Assembly for the first seventy days of each session, in order to secure the services of competent members to transact the work in an efficient manner. Compensation in many other states is already much more than that now proposed in Missouri.

Prohibiting the practice of employing relatives of members needs no argument.

It is the opinion of our Board that Amendment No. 4 should be voted on favorably.

Amendment No. 5—Maintenance of the State Highway System.

This provides for a tax of two cents a gallon on gasoline, an increase of fifty per cent in automobile license fees, and authorizing the issuance of the remainder of the Sixty Million Dollar Road Bond Issue at the rate of fifteen million dollars per annum.

It should take no special argument to convince the thinking voter that this plan should be adopted. But for petty politics it would have been adopted by the Legislature originally. It will shorten the time by at least two years for getting good roads in the state. It will actually save enormous sums of money to the state.

This method of raising funds for the upkeep of the roads will make it unnecessary to have a direct road tax, because the users of the highways will pay for their upkeep. It will quickly make accessible the Ozark resort sections, and lift the embargo now burdening inter-state highway traffic. It will be of great service, not only to the large cities but to the small towns, to villages, and to every resident of the state who has to travel anywhere.

The roads of Missouri today are a disgrace to its civilization. Let's lift our state out of the mud. Put aside all partisan feeling, and look at this thing from a state-wide, community standpoint. Vote "Yes" to Amendment No. 5. Whatever helps the state helps you.

Amendment No. 7—This amendment is simply an Enabling Act, which confers upon the voters of St. Louis City and County the right to decide for themselves the boundary line between the city and the county. It has no special interest to voters outside of the city and county, and yet, unless the Constitution be changed on this point, the county and city cannot help themselves.

The passing of this amendment makes no changes in boundaries, nor does it increase

taxes. It merely provides for appointment of a Board of eighteen Freeholders, whose duty it shall be to select one of three general plans, such selection to be submitted to the voters. If a majority of the voters, either in the county or the city, vote against it, that settles it, and no other proposition may be put up for five years. This is the first time that representative citizens of the city and county have found an amendment upon which they could mutually agree, and an earnest appeal is made to all voters in the city and county to vote for the amendment, and an equally earnest appeal to the out-state voters, so that we may have conferred upon us a right which we cannot obtain without their permission.

If two counties in a remote part of the state want permission to settle their boundary lines, these voters would naturally feel that St. Louis, not being directly interested in it, should vote to give them the right to settle what is really a "home" question. That is all that we're asking of the out-state voters today, and, if the opportunity arises, St. Louis will be glad to reciprocate.

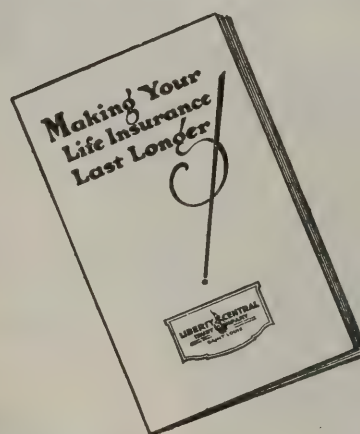
The above Proposals, Nos. 1, 4, 5 and 7, on the ballot, are those which the Board has passed upon favorably.

AGAINST

Amendment No. 6—Workmen's Compensation Measure.

There is no question but what a fair and equitable workmen's compensation law is needed, but this proposal on the ballot November 4 is not that kind of a measure. It was initiated and drafted by radical labor leaders in Missouri. It would force every employer of

(Continued on Page 19)



How Long Must Your Insurance "Carry On"

It is not enough, merely to provide life insurance for your family. This is proven by the fact that insurance money left to the average family does not last longer than seven years.

Our new booklet entitled "Making Your Life Insurance Last Longer" contains interesting information on how to make your estate "carry on" for a given number of years.

A copy of this booklet is yours for the asking. Write, phone or visit our Trust Department.

LIBERTY CENTRAL
TRUST COMPANY
MEMBER FEDERAL RESERVE SYSTEM MEMBER SAINT LOUIS CLEARING HOUSE ASSN
 BROADWAY AND OLIVE

The Globe-Democrat is
St. Louis' largest daily
--has been for years.

Let's get that straight.

It means just what it says:
the Globe-Democrat
has a larger daily circu-
lation than any other
St. Louis newspaper.
(Many thousands more
than the second daily).

No amount of equivo-
cation can contradict
the facts.

Progress of Bond Issue

(Continued from Page 6)

It was not the judgment of those who fostered the bond issue and aided in its passage that the entire sum should be spent at the earliest possible time. Rather was it the plan to proceed with those projects of which the city had greatest need. And these projects have received initial attention. They are the first on which work has been begun and will be the first to be completed.

It was the conviction of those responsible for the passage of the bond issue that the sum of \$87,000,000 should be spent over a period of years—not during any one city administration but a number.

The machinery of public finance and construction, encompassed as it is with restraints and legislative requirements, has moved slowly along the path laid out by city planners, but a vast amount of preliminary work naturally, had to be accomplished first and this work now happily has reached a point where from now on the whole program may be expected to move forward with reasonable speed.

A number of factors have been responsible for the delays that have occurred. These include those projects involving legislative procedure and the passage of certain fixed lapses of time before ordinances can become effective, and the long drawn-out procedure involved in the condemnation of property.

Fortunately all bonds offered for sale have sold at large premiums, indicating an unmistakable faith on the part not only of citizens of St. Louis but of other cities including New York where large blocks of bonds have been sold, in the future growth and prosperity of the city.

Plans have practically been completed for all work to be done this year and are well under way for the 1925 construction program. As is known, the bond issue was voted on the basis of a ten-year construction period.

All things considered the progress made thus far on the various projects has been beyond what might reasonably have been expected. St. Louis is building slowly, conservatively for the future and with organization details and a workable understanding between the Bond Supervisory committee and the Board of Aldermen and other bodies now accomplished facts, the great program for civic improvement should move more rapidly.

Following is a record in detail of the expenditures to date, the amount voted by the people, the contracts let, bonds sold, and the amount appropriated by ordinance on each of the 21 items of the bond issue:

Proposition No. 1.

Establishing, Opening and Widening Streets.		
Voted.....	\$8,650,000.00	
Bonds sold.....	2,525,000.00	
Appropriated.....	525,000.00	
	Contracts	Spent
Preparation of plans, etc.....	None	\$ 15,839.33
Revolving fund to expedite condemnation proceedings.....	None	
Expenses of Law Department.....	None	70,000.00
Total.....	None	\$ 85,839.33

Proposition No. 2.

Plaza in Front of Union Station.		
Voted.....	\$2,600,000.00	
Nothing done.....		

Proposition No. 3.

Paving, Repaving and Improving Streets.		
Voted.....	\$5,300,000.00	
Bond sold.....	144,000.00	
Appropriated.....	66,858.88	
	Contracts	Spent
Construction Easton between Marcus and Kingshighway \$	43,027.30	None

Construction Watson road between Southwest avenue and Pernod street.		
	\$27,726.50	\$555.00
Pine-Lawton cutoff.	16,901.60	640.00
Excess cost of Twelfth boulevard south of Chouteau.		
	None	2,358.88
Total.....	\$ 87,655.40	\$ 3,553.88

Proposition No. 4.

City-wide Electric Lighting.		
Voted.....	\$8,000,000.00	
Bonds sold.....	250,000.00	
Appropriated.....	250,000.00	
	Contracts	Spent
Purchase and installation of lights in various parts of city.....	None	\$192,267.11
Total.....	None	\$192,267.11

Proposition No. 5.

New Courthouse.		
Voted.....	\$4,000,000.00	
No bonds sold as courthouse issue to be put up to vote of people November 4.		

Proposition No. 6.

Construction and Reconstruction of Sewers.		
Voted.....	\$8,000,000.00	
Bonds sold.....	1,628,000.00	
Appropriated.....	1,397,500.00	
	Contracts	Spent
Construction sewers in Ohio-Montrose relief district.....	\$ 301,860.72	\$ 13,385.15
Reconstruction and extension of southern sewer.....	38,445.00	9,024.79
Extension north Baden sewer.....	174,769.25	1,885.01
Preparation of plans.	None	1,413.50
Purchasing equipment for sewers.....	None	5,260.23
Construction Rocky Branch sewers.....	194,000.00	None
Relief District No. 1 Warne avenue public sewer.....	323,795.64	3,888.83
Sewers, Rocky Branch Relief District No. 2.....	None	None
Totals.....	\$1,032,870.61	\$ 34,857.51

Proposition No. 7.

River Des Peres.		
Voted.....	\$11,000,000.00	
Bonds sold.....	1,150,000.00	
Appropriated.....	1,145,100.00	
	Contracts	Spent
Construction Sec. (A) River des Peres channel.....	\$ 324,425.20	\$ 54,017.05
Construction Gravois Bridge over River des Peres.....	104,756.45	40,686.75
Purchasing land.....	None	5,100.00
Preparation of plans.	None	39,998.34
Construction Sec. (B) des Peres Channel	None	None
Total.....	\$ 429,208.65	\$139,803.04

Proposition No. 8.

New Parks and Playgrounds.		
Voted.....	\$2,500,000.00	
Bonds sold.....	90,000.00	
Appropriated.....	90,000.00	
	Contracts	Spent
Purchase of Lemp's Park.....	None	90,000.00
Total.....	None	\$ 90,000.00

Proposition No. 9.

Improvement of Existing Parks and Playgrounds.		
Voted.....	\$1,300,000.00	

Bonds.....		\$275,000.00
Appropriated.....		244,000.00
	Contracts	Spent
Sherman Park repairs to buildings.....	None	\$ 14,081.96
Marquette Park development.....	Pending	553.96
Sidewalks in Forest Park, Carondelet, Gravois and Benton parks.....		7,361.02
Franz Playground, shelter and comfort station.....		1,078.00
Bellerive Park, same	None	None
Gravois Park grandstand.....		7,741.92
Forest Park repairs. Reconstruction of existing park roadways.....	\$25,815.25	None
	None	14,788.00
Soulard Park, repairs, equipment, etc.....	None	960.00
Sherman Pk., same..		441.55
Mullanphy Playground, same.....		1,250.00
Pontiac Sq., same..		1,880.00
DeSoto Pk., same..		1,056.50
Forest Park, reconstruction, roof pavilion.....		5,000.00
Tandy Playgrounds, repairs, equipment, etc.....		None
Twelfth St. cut-off playgrounds.....		None
Construction Fairgrounds Park locker building.....		51,525.63
Total.....	\$ 25,815.25	\$107,718.54

Proposition No. 10.

Aquarium in Forest Park.		
Voted.....	\$400,000.00	
No bonds issued.		

Proposition No. 11.

Municipal Power Plant.		
Voted.....	\$1,000,000.00	
Bonds sold.....	1,000,000.00	
Before the Board of Aldermen for appropriation now.		

Proposition No. 12.

Hospitals and Institutions.		
Voted.....	\$4,500,000.00	
Bonds sold.....	1,610,000.00	
Appropriated.....	1,141,000.00	
	Contracts	Spent
Training School for Feeble - minded, equipment for service building.....	None	\$ 98,794.19
City Hospital, Radiology department.	None	70,000.00
Training School for Feeble - minded, roads and pavements.....	None	44,401.88
Koch Hospital, women employees' building, and men employees' building.....	\$ 216,999.00	26,126.60
Koch Hospital kitchen building.....	79,651.80	50,904.69
Training School for Feeble - minded, boys' dormitory.....	94,007.50	38,404.49
Architects' fees, Isolation Hospital.....	None	None
Training School for Feeble - minded, equipment for buildings.....	3,500.00	4,312.63
Training School for Feeble - minded equipment, school building.....		765.00

(Continued on Page 19)

Bond Issue Work

(Continued from Page 18)

Training School for Feeble - minded equipment, employees' dormitory.	\$	230.00
Bellefontaine Farms shop building.		542.50
Koch Hospital men's infirmary.	\$	243,185.00
		34,895.13
Totals.	\$	637,343.30
		\$369,711.11

Proposition No. 13. Municipal Auditorium.

Voted.	\$5,000,000.00
No bonds sold.	

Proposition No. 14. Memorial Plaza.

Voted.	\$6,000,000.00
No bonds sold.	

Proposition No. 15.

Motorizing the Fire Department.

Voted.	\$772,500.00
Bonds sold.	263,000.00
Appropriated.	65,000.00

	Contracts	Spent
Purchase of Fire Department equipment.	None	\$ 30,000.00
Reconstruction Engine House No. 17.	None	1,479.27
Total.	None	\$ 31,479.27

Proposition No. 16.

Elimination of Grade Crossings.

Voted.	\$1,600,000.00
Bonds sold.	65,000.00

Proposition No. 17.

South Approach to Municipal Bridge.

Voted.	\$1,500,000.00
No bonds sold.	

Proposition No. 18.

Northeast Approach to Municipal Bridge.

Voted.	\$1,500,000.00
No bonds sold pending referendum.	

Proposition No. 20.

Public Markets.

Voted.....	\$1,250,000.00	
Bonds sold.....	1,000,000.00	
Appropriated.....	1,000,000.00	
Construction of new Union Market.		
	Contracts	Spent
	\$ 868,961.00	\$ 33,208.56
Total.....	\$ 868,961.00	\$ 33,208.56

Proposition No. 21.

Waterworks.

Voted.....		\$12,000,000.00
Bonds sold.....		2,000,000.00
Appropriated.....		1,927,751.00
	Contracts	Spent
Constructing road, laying of water pipe.....	\$ 56,707.49	\$ 64,874.33
Constructing dykes on Missouri River.	570,006.90	345,725.92
Purchased land.....	None	62,751.00
Constructing of in- take and engine pits.....	1,058,000.00	147,507.52
Constructing of rail- road tracks, etc...	28,838.51	42,098.09
Total.....	\$1,713,552.90	\$662,956.86

Recapitulation Bond Issue.

Voted \$87,372,500.00 Feb. 9, 1923.

Bonds sold.	\$12,000,000.00
Appropriated.	7,852,209.88
City contracts in force.	4,795,407.11
City spent.	1,751,061.21

Coal Company Urges Smoke Reduction

A CAMPAIGN of education, aimed principally at coal home users, is being conducted in newspaper advertisements by the Lumaghi Coal Company, as a means of co-operating with the Committee on Smoke Abatement, which is making efforts to reduce the smoke nuisance in St. Louis.

The advertisements explain that the Company has produced a new sized small egg coal, which, when properly fired, lessens the volume of smoke. In the advertisements citizens are told that smoke can be reduced by one-half, in any furnace, with a big saving in both labor and money, when the proper efforts are made.

The firm supplies, free of charge, a firing chart and a booklet, "The Story of Combustion", to those who request them. The firm has announced, also, that it will send demonstrators to homes to show how to properly fire and take care of the furnace.

Committee Issues Literature Boosting St. Louis' Attributes

The Boost St. Louis Committee, with offices in the Boatmen's Bank Building, has issued a pamphlet setting forth salient reasons why this city should be seriously considered as the logical location by those seeking to establish branch offices and factories. These pamphlets are being distributed to building owners and managers throughout the United States with the request that they be distributed among interested parties.

Wabash Calls Attention to St. Louis In Advertising

The Wabash Railroad, in advertisements being run in newspapers in Missouri, Arkansas, and Oklahoma, carries an appeal to persons planning to ride over that line to Chicago to stop in St. Louis several hours en route.

"When you arrive in St. Louis in the morning, visit its wonderful stores, take a drive through the beautiful parks, see the handsome residential sections, and other interesting places," the ad urges.

This is an innovation in Wabash advertising, and is proving highly successful.

Proposals Defined

(Continued from Page 16)

two or more people, even the small groceryman, druggist or hardware merchant, to insure every employee against personal injury. It would place the state of Missouri in the insurance business, and would not even permit the insurance carried in a company selected by the industry that would have to pay the premiums. It would add to the price of commodities, because the cost of this insurance would have to be figured in. It would drive many an industry from the state, and would prevent others from coming here who are now figuring on doing so. It would create a political commission of five men, who would be paid Thirty Thousand Dollars a year, and they would be authorized to employ any number of clerks, stenographers, inspectors, etc., that they might desire. Somebody has to pay for all of this, and every employer in the state would have to stand his part of the expense.

At this time, a bill is being drafted which will be fair to all alike—the employer and the employee—and such a bill is to be presented to the next Legislature.

The advice of the Chamber of Commerce is to rest our chances upon the new bill to be presented to the Legislature, and to vote against Proposition No. 6, because it would provide the most radical and drastic and expensive compensation law in any of the forty-eight states.

Highest Grade Bonds

Government

Municipal

Public Utility

Railroad

Industrial

Real Estate

Waldheim-Platt & Company, Inc.

Suite 204, Merchants-Laclede Bldg.

4th and Olive Streets

St. Louis

Olive 4877

Service

Dependability

All-Expense Personally Conducted Wonder Tour of Mexico!

(Mexican Government Co-operating)

Leave Chicago and St. Louis
Nov. 22, 1924

Arrive Mexico City in time for Mexican presidential inauguration, December 1st.

Via

A special train of modern Pullman cars with standard sleeper, drawing room, compartment, club and observation accommodations, and dining car service, will depart from Chicago and St. Louis, November 22, 1924, with connections from Memphis, for an extraordinary tour of Mexico, a three weeks' trip, visiting points of commercial and tourist interest.

In Mexico the party will be under the guidance of Mexican and American Railway representatives.

Similar tours will be operated on January 5, February 2 and March 2, 1925.

For descriptive literature, cost and full information write—

C. L. Stone
Pass. Traf. Mgr.
Missouri Pacific R. R.
St. Louis, Mo.

or
Geo. J. Charlton
Pass. Traf. Mgr.
Chicago & Alton R. R.
Chicago, Ill.



MISSOURI
PACIFIC

T. & P.—I.-G.N.—NAT'L RYS. OF MEX.

In dealing with advertisers, please mention "Greater St. Louis".

Safety Campaign

(Continued from Page 12)

	1923	1924
Backed without giving signal.....	12	131
Drove on wrong side of street.....	20	112
Parked too close to tracks.....	38	96
Passed standing streetcar.....	11	94
Failed to stop at boulevard.....	19	91
Children injured in street.....	86	74
Runaway horses.....	60	70
Stopped without giving signal.....	8	75
Drove without lights.....	12	52
Fell from vehicles.....	54	40
Failed to stop at automatic signal.....(Not classified in 1923)		26

In discussing the highway traffic problem, Girard C. Varnum, Secretary-Manager, St. Louis Safety Council, made the following statement:

"Education is one of the biggest factors in reaching the root of the accident evil on the highways. Strict law enforcement is perhaps the underlying fundamental controlling many accidents in which wilfully reckless and drunken drivers are concerned. Thoughtlessness of motorists is a great contributing cause of accidents. Too many motorists trust to luck. Simply because they go out of their home 364 days in the year and nothing happens to them, they reach the conclusion they are immune from accident. They throw caution to the winds and fail to keep their cars under proper control at intersections, drive 25 miles an hour down a street lined with parked vehicles from in front of which a pedestrian or child may dart at any moment, and commit other unsafe practices. There is only one kind of luck which can be depended on and that is the much used and abused word "Vigilance", wide-awake observation of everything that is going on. If every man and woman was careful we could reduce accidents almost to zero. If every man and woman should so conduct themselves that neither by act or neglect and so plan their lives that not a single force would be put into play to cause danger to somebody else a supreme knowledge of joy would come to all under a consciousness of that kind. That is just the kind of campaign that is needed. We should first realize our own responsibility and convert that individual ego or unit into a dependable watching human being. There we can spread that influence to other human beings with whom we come in contact until the great impact of such an impulse will go infinitely farther than we would dare for a minute to dream."

Denial Made that City is Flooded With Worthless Checks

Exception is taken to a statement to the effect that St. Louis is flooded with worthless checks and the Missouri law governing worthless checks is a joke," by W. H. Jenkins, vice-president and general manager of the Stores Mutual Protective Association, a subsidiary organization of the Associated Retailers of St. Louis.

The statements were contained in accounts of interviews recently published. "Under the laws of Missouri, any person who, with intent to defraud, shall make, or draw, or utter, or deliver any check, draft or money order for the payment of money on any bank, etc., which payment shall be refused by the bank for the reason that the maker has not sufficient funds for payment upon presentation, shall be guilty of a misdemeanor and punished by a fine of not more than \$1000 or imprisonment for one year or both," Mr. Jenkins said. "The law also provides that refusal of payment of such a check is prima facie evidence of the signer's intent to defraud.

"This law covers only 'insufficient funds' checks. All other worthless checks are felonies and the utterer may be arrested at once. The Stores Mutual Protective Association got 132 of them and the Police Department probably doubled that number. Therefore, I cannot see how the 'scratchers' find St. Louis is easy."

C. & A. Initiates New Train To Chicago

A new day train running on a schedule of six and one-half hours between St. Louis and Chicago has been initiated by the Chicago & Alton Railroad, reducing the running time between Chicago and St. Louis one hour and fifteen minutes.

The new Alton Limited is practically a non-stop train, leaving St. Louis at 12:30 noon and reaching Chicago at 7:00 p. m., stopping only at Springfield and Bloomington en route. Returning the train leaves Chicago at 11:30 a. m. and arrives in St. Louis at 6:00 p. m.

The various innovations on the new trains are stressed in an announcement by the Chicago & Alton in which they are referred to as "an epoch in the history of transportation".

Recent Building and Industrial Items

The U. S. Sales Company, distributors of Reed's Insecticide, located an office in the Arcade Building. O. Clayton Ike, Sales Manager and Hermann V. Hoyer are in charge. Their product is used principally for trees and shrubbery.

✽ ✽ ✽

The Betson Plastic Fire Brick Company of St. Louis located a plant at 82 Dock Street and sales offices in the Buder Building, Seventh and Market streets. They are manufacturers of Plastic Fire Brick and Hi-Heat Cement. The plant will serve the entire Mississippi Valley. The organization is headed by W. F. Schroeder, Joseph M. Curry and George C. Probst.

Many Heads Are Better than One

THE man who now seems to you quite competent to manage your affairs as executor-trustee, may prove to be lacking when faced with the necessity of justifying your judgment. This is not to question his honesty, but handling one's own affairs and handling another's require two very different points of view. That a man is wise in his own affairs, does not prove that he will be wise in yours.

The St. Louis Union Trust Company is an organization of many men, thoroughly trained in the specialized business of managing estates. The collective experience of these men, supported by large resources, financial responsibility and exceptional facilities, giving careful, impartial attention to your affairs, offers advantages that no single individual possesses, however able he may be.

ST. LOUIS UNION TRUST CO.

BROADWAY AND LOCUST

Affiliated with First National Bank

TRUST SERVICE
EXCLUSIVELY

Needy Students' Help Fund Being Raised Here

ST. LOUIS is now afforded a great opportunity for establishing herself as the educational capital of the great Mississippi Valley and for gaining an international reputation as a pioneer in a type of civic achievement which will be copied by many communities throughout the nation, according to Louis P. Aloe, president of the A. S. Aloe Company, chairman of the Special Campaign Committee in the movement to create a needy students' help fund to be administered under the name of the Washington University Students' Loan and Scholarship Association, Inc. Frank O. Watts, president of the First National Bank in St. Louis, is General Chairman of the committee.

"St. Louis has already proven to the entire world that she is a city of broad vision and one of large capabilities for doing big things in a big way," Mr. Aloe said. "It is therefore fitting that now there should originate within her confines, sponsored by her liberal-minded citizenry, an unique plan of far-reaching significance that shall not only firmly establish her reputation as a city of leadership in civic achievements but one that shall forever brand her as a city with a heart and soul; a city of opportunity that believes in providing for the future of young men and young women, her citizens of tomorrow. And as St. Louis has come to be known as the industrial and financial capital of the Mississippi Valley, so now it shall become known as the educational capital of this great territory.

"Education is recognized as the greatest medium for the cultivation of good and useful citizens. Higher education such as that taught in the universities and colleges of America has made America into a race of leaders. Statistics prove that men and women trained by these agencies are occupying more places of responsibility and have done and are doing more to advance the purposes of civilization because of their expert equipment for coping

with the perplexities of business, social and governmental affairs, than those unable to gain the advantages of such a training. As education makes more useful citizens, so education makes better citizens, because it instills in its proteges a desire for the finer things in life, for recognition among their fellows, for service, for responsibility. It acquaints them with their possibilities, helps them to help themselves and teaches them that the higher life is alone the road to the goal of successful living and serving. It naturally follows that the progress and well-being of any nation, state or city depends greatly upon the educational advantages made easily accessible to its younger generation.

"But while higher education is universally recognized as a tremendous influence for good in the world, unfortunately, because of its necessary cost, it is available to only a few of the great number who aspire to it. In 1923 it was estimated that of the 11,000,000 boys and girls in the United States of college age only 460,000, or less than 4 per cent, were in attendance at these institutions. It is safe to say that the great majority of the rest were not in school simply because the price of tuition was beyond their ability to pay. What a regrettable thing it is that so many worthy and ambitious youths should be denied the realization of their dreams and hopes and should be denied the opportunity to properly prepare themselves for the great battle of life which comes to everyone, simply because they or their parents cannot finance their education.

"It is to provide for these worthy and needy boys and girls; to bridge the road of ambition over the river of denial that a group of splendid altruistic-minded civic and business leaders of St. Louis have launched this great movement and are attempting to enlist the aid of men and women in their efforts to raise a large revolving fund out of which money will be

loaned to worthy applicants with which to finance their entrance into the university or the completion of their studies already begun, with the understanding that these sums will be repaid after graduation so that others may receive the same loan privileges.

"The plan, although it provides that a successful applicant must matriculate in St. Louis, does not stipulate that he or she must be from St. Louis or even from Missouri. It is planned to select applicants based entirely upon their worthiness and need rather than upon their geographic location. Thus, while the sole purpose behind this movement is one of highest idealism and altruism the certain resultant effect of the operation of this plan of scholarship loans is of the greatest significance to the civic and business life of our city. The very nature of the plan will attract the finest type of young manhood and young womanhood from the rural and city sections of Missouri and the surrounding states within St. Louis' trade area. Here, after their graduation, it is reasonable to suppose that the majority of these boys and girls, having become acclimated in our confines during their period of study and impressed with the advantages offered in our city, will remain and be swept into the business life of St. Louis. Thus will come to St. Louis a tremendous and unequalled opportunity for pumping her veins full of the blue-blood of young America and for attracting to her the future leaders of this section of the United States.

"While the effort to raise funds to finance this great civic project, probably the first of its kind in America, is not in any sense of the word to be a campaign or high pressure drive, but merely a quiet effort to reach as many as are interested or can be interested, it is hoped by those behind the movement that individuals, business establishments and organizations in sympathy with the altruistic aims of the association will come forward voluntarily and ally themselves with the movement.

Warren Harding said of Insurance:

Perhaps I shall best express my opinion of the value of life insurance when I tell you that I took out my first policy as a youth of nineteen and have been taking new policies ever since that time until four years ago. I have found them a pretty heavy burden upon my resources at times, particularly in my earlier years, but I have always found them to be very comforting possessions, and if I had my life to live over again, I would seek to take more rather than less.

WARREN G. HARDING

LIFE INSURANCE

Name	Company	Tel. Number
R. H. Calkins	Northwestern Mutual Life Ins. Co.	Central 3931
J. W. Estes, Mgr.	Aetna Life Ins. Co.	Olive 3305
F. W. Auderheide	Mutual Benefit Life Insurance Co.	Main 933
Geo. E. Black		
H. J. Black	New York Life Insurance Company	Olive 3870
A. E. Hanhardt		
George Benham	Penn Mutual Life Insurance Co.	Olive 8311
Edw. J. Burkle, Manager	Phoenix Mutual Life Insurance Co.	Olive 4453
Walter L. Michener	Provident Mutual Life Insurance Co.	Main 1540
J. R. Paisely	Standard Life Insurance Co.	Olive 4720
Geo. L. Dyer	Columbian National Life Insurance Co.	Main 2533
Warren C. Flynn	Massachusetts Mutual Life Insurance Co.	Olive 6585
Chas. H. Morrill	W. H. Markham & Company	Central 100
Bonaparte True, Agent	The Travelers Insurance Company of Hartford, Conn.	Central 200
Phil V. Brown	Berkshire Life Insurance Company	Olive 8944
J. M. Bloodworth, Mgr.	Fidelity Mutual Life Insurance Company	Main 4252
Marion A. Nelson	Equitable Life Assurance Co. Society	Main 944
H. M. McPheeters		
Robert C. Newman	Missouri State Life Insurance Company	Central 1700
John J. Kelly	State Mutual Life of Mass.	Main 91

FIRE INSURANCE

J. B. Meehan	Integrity Mutual Fire Insurance Co.	Central 1841
George D. Markham	W. H. Markham & Company	Central 100
Charles H. Morrill	W. H. Markham & Company	Central 100

ACCIDENT INSURANCE

Albert H. Hitchings	W. H. Markham & Company	Central 100
Bonaparte True, Agent	The Travelers Insurance Company of Hartford, Conn.	Central 200
John D. Harned, District Mgr.	Monarch Accident Insurance Company	Olive 6566

AUTOMOBILE INSURANCE

Name	Company	Tel. Number
Lynton T. Block, Pres.		
John G. Owen, Gen. Mgr.	Lynton T. Block & Company	Olive 4343
J. Leslie Mahl, Sales Manager		
Wm. J. Lemp, Jr.	The Indemnity Company of America	Central 726
E. R. Niehaus	Massachusetts Bonding & Ins. Co.	Olive 191
James B. Hill, General Agt.	Western Automobile Insurance Company	Olive 7077
Mason Miller	Lawton-Byrne-Bruner	Main 5555
Albert H. Hitchings		
Charles H. Morrill	W. H. Markham & Company	Central 100
Boyle O. Rodes		

LIABILITY INSURANCE

J. A. O'Halloran, Manager	W. H. Markham & Company	Central 100
J. B. Meehan	Integrity Mutual Casualty Co.	Central 1841
W. M. Byrne	Lawton-Byrne-Bruner	Main 5555

GENERAL INSURANCE

Emmett V. Thompson	Commonwealth Insurance Agency	Central 726
Earl C. Thompson		
C. C. Bland	Many-Bland Insurance Co.	Olive 7205
Jerome G. Meyer	Muckerman & Cushman	Central 4114
Emmett M. Myers	Myers & Wendling, Insurance Underwriters	Olive 3240
Thos. G. Harkins	Harkins & Tontrup	Main 369
S. A. Townsend, Jr.	Massachusetts Bonding & Insurance Co.	Olive 191
W. H. Wyatt	Cabell Gray Insurance Agency	Main 102
Albert H. Hitchings		
Chas. H. Morrill	W. H. Markham & Company	Central 100
Boyle O. Rodes		
Charles M. Talbert		
W. R. Berry	Deuchler-Talbert-Flachmann-Berry, Inc.	Olive 5501
John A. Bruner		
Mason Miller	Lawton-Byrne-Bruner	Main 5555

Membership Committee Initiates Drive For New Members

THE Membership Committee of the Chamber of Commerce is conducting a Membership Campaign in the form of a football game, which will continue through several weeks. Approximately 50 new members have been secured since the campaign was initiated recently.

The Committee has been divided into two teams, with Leonard Bray and F. W. Aufderheide as the leaders of one team, and Mrs. M. L. Weyerick and W. S. Cummings heading the other team.

The teams are accredited with a certain number of yards of game for each application, plus additional yards for checks with the application.

A chart of a football field is used to show the progress of each team.

Besides the team leaders, members of the Committee are:—

Civic Builders, Leonard Bray, Manager; F. W. Aufderheide, Captain; Howard J. Black, Charles A. Pearson, Thomas G. Harkins, Anton E. Hanhardt, Oscar A. May, J. M.

Beach, Dwight O. Clapp, O. W. Burg, Clarence Egelhoff, Stewart Scott, F. E. Ovenden, C. E. Potter, James C. Shaner, F. B. Von Harten, Clarence H. Hughes, Clyde C. Beck, J. H. Fitzsimmons, Thomas C. Rudicell.

Civic Boosters, Mrs. M. L. Weyerick, Manager; W. S. Cummings, Captain; Mrs. A. B. Price, Mrs. Francis Burkhardt, Miss Alma Herbert, Miss Elizabeth Farrell, Miss Laura Wilson, Paul Y. Versen, C. L. Chittenden, Will L. Lindhorst, Repps B. Goodson, F. H. Schubert, C. Z. Lynch, Emil J. Senn, John D. Harned, Alex M. Lewis, F. H. Coester, C. W. Tobie, Paul R. Haunstein, J. B. Jones, Harold M. McPheeters, Charles S. Blood, Charles E. Simons, John B. Corn, Jr.

Sales Bureau Opens Speaking Classes

THE Sales Managers' Bureau's Public Speaking classes opened Friday evening, October 10, with an enrollment of sixty-eight.

The success of the Bureau's Public Speaking classes is a by-word in St. Louis. H. T. Bussmann, Vice-President, Bussman Manufacturing Company, who so successfully handled the classes last year, is again in charge.

The first four classes will be devoted to lectures by the instructor. The last six to actual practice by the students enrolled. After the first four lectures the sixty-eight members enrolled will be divided into three classes of twenty to a class. This arrangement is made so that each student will have individual attention.

Chamber Members Urged To Take Journal

MEMBERS of the Chamber who are interested in doing business with the various departments of the City of St. Louis, are urged to subscribe to the City Journal, published under supervision of Eugene Cuendet, City Register, in recommendations made to this organization by Vice-President Baxter L. Brown.

Bids for materials and supplies of all kinds, to be used by the city, are advertised for in the Journal each week, the range of articles to be bid on naturally covering a comprehensive range. Through the Journal, new channels of business doubtless would be opened to firms not conversant with the methods of soliciting bids by the city.

The Journal may be bought for 1 cent a copy or it will be delivered for one year for \$1.04. It is the desire, of course, on the part of all city department heads to buy all the supplies and materials they can from St. Louis firms and the Journal is published to reach as many of them as is possible.

Junior Chamber to Have Evening Meeting at Chamber

A "Civic Nite Meeting" will be conducted by the Junior Chamber of Commerce October 30 at 8:00 p. m., in the Chamber of Commerce auditorium.

At the meeting, speakers will discuss Amendments Nos. 5 and 7, which have been indorsed by the St. Louis Chamber of Commerce, and there will be a debate on "The Location of the New Court House Building".

Belle Hickey Mfg. Company Shipping to Foreign Nations

The Belle Hickey Manufacturing Company, 1209 Washington Avenue, now is shipping display fixtures and show-cases into several foreign countries, and the aggregate volume of business done by the firm this year is approximately 20 per cent ahead of last year, according to an announcement by Samuel F. Rosenheim.

The firm is planning some expansions in 1925, because of the rapid growth of its business.

The Whole Truth

Nothing is so false as *half the truth*. The advantage of the Detailed Audit is that it is *the whole truth*—nothing but the truth and the truth in such fullness that only one conclusion regarding the condition of your business is possible—and that conclusion—*the exact truth*.

The trouble with the ordinary audit is that it is only half the truth. True as far as it goes, but too often confining itself to surface figures and stopping without disclosing the real facts underlying the figures—facts essential to the whole truth.

So often does the Detailed Audit disclose, where least expected, facts absolutely essential to a true revelation of business conditions that we advise it—unreservedly.

In his knowledge that he has the *whole truth* of his business conditions before him, the executive finds confident power and freedom of action.

ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

BOATMEN'S BANK BUILDING, ST. LOUIS

NEW YORK	CLEVELAND	DETROIT	MINNEAPOLIS	LOS ANGELES
BUFFALO	CINCINNATI	GRAND RAPIDS	ST. PAUL	ATLANTA
ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
RICHMOND	DAYTON	MILWAUKEE	DENVER	WACO
	LOUISVILLE	MEMPHIS	SAN FRANCISCO	

TAX OFFICE: 910 TO 918 MUNSEY BLDG., WASHINGTON, D. C.

Nominating Committee Named by Chamber

A NOMINATING Committee of the St. Louis Chamber of Commerce, to name candidates for president, first, second and third vice-presidents, and ten members of the Board of Directors, has been appointed and is announced by P. V. Bunn, general secretary, as follows: Walter B. Weisenburger, chairman; Sidney I. Rothschild, A. P. Greensfelder, H. M. Pfleger, Louis S. Haslam, O. J. McCawley and F. G. Jonah.

Sessions of the committee are being held daily in room 715, Chamber of Commerce, until Wednesday, October 22, when the closing session will take place.

In announcing the personnel of the Nominating Committee, Bunn pointed out that suggestions from members of the chamber, as to members most suitable for nomination, will be welcomed by the committee. If, in addition to suggestions, ten members desire that the name of a selected candidate shall appear on the ballot (whether selected by the committee or not), they may file a petition, signed by each of them, not later than noon of the final meeting date of the Nominating Committee.

After the names of all candidates have been published, subsequent to the final meeting, if it is desired to add still other names to the ballot, this may be done up until noon of October 28, on petition signed by fifty active members, according to the by-laws of the chamber.

The annual election of the Chamber of Commerce will be held Wednesday, November 12.

Salesmanagers Plan Evening Meetings

BECAUSE of the outstanding success of the Evening Meetings held last year by the Sales Managers' Bureau, it was voted unanimously to continue them this year, at a conference of the Evening Meetings Committee of the Bureau held recently. Wm. Fisher, Vice-President, C. F. Blanke Tea and Coffee Company and Chairman of the Committee, presided.

As a means of securing a maximum attendance at each of the Evening Meetings, it was decided that attendance prizes be offered on each of these occasions. There to be one prize for the ladies and another for the men.

A series of entertainment features are being arranged by the committee and efforts are being made to secure outstanding speakers for each of the meetings.

Following a meeting, during which Mr. Fisher was empowered to appoint committees to be in charge of details in connection with the Evening Meetings, the following committees were named:

Speakers Committee—Amos P. Parker and F. Happy Day. **Arrangements Committee**—A. W. Gray and F. Happy Day. **Program Committee**—Dr. J. A. Warner and C. G. Tredway. **Attendance Committee**—H. A. Borgmann and J. L. Woodress. **Prize Committee**—D. S. Green and A. F. Weiss.

H. E. Walker Heads Problems Course Committee

H. E. Walker, Agency Director of the New York Life Insurance Company, has been appointed Chairman of the Problems Course Luncheons Committee for the ensuing year.

Mr. Walker has rolled up his sleeves and declares he will put forth his best efforts in guiding his committee in the preparation of first-class meetings during the entire year.

He has started the meetings off "on the right foot" by securing a speaker of exceptional quality for the opening meeting, October 3rd.

New Members

Automotive Electrical Service, Inc.
Astec Refining Company
Allen, Estate of Geo. L.
Alt, Louis
Art Mosaic Title Company
Breaker, George J.
Belle-Hickey Manufacturing Company
Carnegie Steel Company
Central Commercial Co.
Calkins Co., H. G.
Corn-Dixon R. E. Co.
Carroll Company, J. B.
Bichler Heating Company
Flad & Co., Edward
Fixaco Company, The
Hobart Manufacturing Company
Haunstein, Paul R.
Heil, Florist, Paul T.
Lytle, J. V.
Loew's State Theatre

Laclede Gas Light Company (5 new memberships)
Missouri Marble Company
Morrison, Jr., Henry Co.
Mercantile Insurance Agency
National Life Assn., Des Moines, Ia.
Newburger Garment Company
Peacock Shop
Rowan Plastering Co., Inc., John W.
Royal Indemnity Company
Rex Tailors
Rowan, P., & Sons Plastering Company
Success Furniture Corp.
Smith & Bro. Typewriter Co., L. C.
Thacher, Arthur
United Hide & Fur Company
Wells, Geo. E.
Warner Tailoring Co., Ferd
Weeks, Palmer D.

"Mercantile Service"



Departments: Banking Bond Corporation Real Estate Loan
Real Estate Public Relations Safe Deposit Savings Trust



Constant service to its trade territory, to the State, and to the Nation—that is the foundation on which St. Louis has built industrial prominence. Careful, attentive service to the same territory, State and Nation, and to the citizens of St. Louis—that is the foundation on which the Mercantile Trust Company has built financial prominence.

Slowly, surely, since 1899, "Mercantile Service" has attracted patrons until today they number more than 106,000. The proof of good service is constant growth. We solicit new business from banks, trust companies and individuals on this record.

Mercantile Trust Company

Member Federal Reserve System

EIGHTH AND LOCUST



Capital & Surplus Ten Million Dollars

—TO ST. CHARLES

SAINT LOUIS

Foreign Trade Bureau Organizing Class to Study Portuguese

THE Foreign Trade Bureau of the St. Louis Chamber of Commerce is cooperating with Professor D. M. Hazlett in organizing a class to study Portuguese, which will be held every Tuesday and Saturday evening, at 6:30 P. M., in the Central Public Library, Thirteenth and Olive streets.

The U. S. of Brazil has an area of some 3,300,000 square miles, or about 300,000 square miles more than our own country, including all its possessions; that Brazil is 16 times as large as Germany; 16 times as large as France; 30 times as large as Italy; 289 times as Belgium. It has a larger population than all the other South American countries combined, and if it had the same population as France, it would have 622,000,000 inhabitants; of Germany, 955,000,000; of Italy, 1,023,000,000; of the United States, 500,000,000. Its population will increase more rapidly in the future than in the past, because we are restricting immigration and because modern sanitation makes the tropics more healthful than the other zones of the earth's surface. Professor Agassiz has said, after a personal study in Brazil, that "the amount of land necessary in the United States, to produce sufficient food to support one person annually, will in Brazil produce sufficient food for 40 persons annually." In addition to this Brazil has a larger area of arable land in proportion to its area than any country in the world.

Should we not know something of the language spoken by the people of this land, who are destined to hold an important place among the other nations of the world? The Portuguese language, spoken by these peoples, is easily acquired.

The commerce of the United States with Brazil, for the fiscal year ending June 30, 1923, showed an increase of 55 per cent over the previous year, and bids fair to double that amount in the next ten years. It has shown a growth of 1,000 per cent in the past 20 years, and is yet only in the infancy of its development.

A knowledge of Brazil, its natural resources, its people and their language, is no longer to be considered by the North American only as a polite accomplishment, but an educational and commercial necessity. Many large corporations as well as manufacturers, are now doing business in Brazil. The number of these is annually increasing. They must choose between teaching the natives our language and business methods, or they must have men sent to that country handicapped in efficiency, until they learn the Portuguese language, for that language and not Spanish, is the language of the people. A knowledge of this language is the basis of successful trade relations with Brazil. All buyers expect the up-to-date salesman, or firm, to conform to their customs and speak and write their language. It is impossible to do business as successfully through an interpreter, as through one who speaks the language of the buyer.

Charities Booklet Corrected

In the list of approved charities and philanthropies in St. Louis, issued by the Charities Bureau of the Chamber, for the year 1924, the receipts and disbursements of the Jewish Orphans' Home, 3117 Lafayette avenue, were listed incorrectly. The receipts should have been listed as \$33,269.43 and the disbursements as \$32,051.55.

Salesmanagers Open Luncheon Meetings

THE opening Problems Course Luncheon meeting of the Salesmanagers' Bureau, held Friday, October 3, drew an attendance of 235. Hon. Fred Hart, Governor of the State of Washington, addressed the meeting. His message was in the nature of evidence of the prosperity that has come to a state, formerly heavily burdened with debt, through an efficient, business-like administration, obtained through the adoption of an Administrative Code.

The second meeting for the new season held Friday, October 10, was addressed by Walter B. Weisenburger, Vice-President of the National Bank of Commerce, on "Some Impressions of Europe." Mr. Weisenburger recently returned from a two-and-half months' trip through Europe. His lecture is one of the most interesting that has been delivered by any European traveler before a St. Louis audience. The members of the Foreign Trade Bureau of the Chamber met jointly with the members of the Sales Managers' Bureau to hear the lecture.

U. S. Chamber Meeting At Memphis, Tenn.

THE second mid-year meeting of the Southern Central Division, Chamber of Commerce of the United States, will be held November 19 and 20 at Memphis, Tennessee. Subjects of great national importance to American business will be discussed, several of which are of peculiar interest to this division. Members of the St. Louis Chamber of Commerce who desire to attend this meeting may go as representatives of the St. Louis Chamber, should they desire.

Two Big Bargains

\$9⁹⁰

**Buys this
SOLID
OAK
CHAIR**

Arm Chair (with
legs) To Match \$6.00
Revolving Chair
(no arms) \$7.80



Leg Chair
(no arms) \$4.50

THIS WELL
MADE
TYPEWRITER
DESK only

\$23⁵⁰



SIZE
42" x 30"

QUARTERED OAK TOP Modern Design

Phone Main 3480 Office Furniture Department

BUXTON & SKINNER
PRINTING and STATIONERY COMPANY

306-308 North Fourth Street ~ ST. LOUIS

Educational Classes in Several Lines Planned by Salesmanagers

ONE of the most important programs of work to be done by the Sales Managers Bureau during the fall and winter months, is being arranged by the Educational Division of this organization, which held a meeting recently where plans for the coming season were discussed. C. A. Anderson, Chairman of the Educational Division, presided. While definite action has not been taken on some proposals which the Division is considering, yet it is certain that the Educational work this year will include the following subjects:

Public Speaking, Business Letter Writing, Business Economics, Business Psychology, Sales Management.

Some of these subjects may be merged with others, but at least, they will be taken up in the classes and discussed in some detail.

The following committees were appointed by Mr. Anderson:

Public Speaking—O. A. Menke, Chairman; M. J. Eberhart, Vice-Chairman; J. E. Bachelder, J. S. Feydt, J. Leslie Mahl and J. H. Schageman.

Business Letter Writing—Edw. P. Schrader, Chairman; R. W. May, Vice-Chairman; Roy B. Simpson, Earl A. Sander, Louis J. Reidel and E. Harris Smith.

Salesmanship—F. E. Stanford, Chairman; Sam Bowring, Vice-Chairman; Roy B. Simpson, J. E. Lehman, O. H. Jones and O. C. Beal.

Library Committee—R. R. Klauke, Chairman; D. J. Rielly, Vice-Chairman; S. D. Kretzer and J. Allen Fiske.

Co-Operative Committee—Roy B. Simpson,

Chairman; J. H. Schageman, Vice-Chairman; R. R. Klauke, D. J. Rielly and Robt. W. May.

O. L. Swanzey, who attended the meeting in his capacity of Chairman of the Bureau, predicted that the work of the Educational Division this year is going to be greater and of more far-reaching effect than ever before. He pointed out that in the past this Division of the Bureau's work had always done a splendid piece of work. He assured members of the Division they would have his full co-operation in putting over an outstanding program and he asked each member present to give some thought to a new idea or new feature that would build up and above what the Educational Division has done so far, and present this idea at the next meeting of the Division.

Several Chamber Members Make Changes

The following Chamber members have changed their connections:

J. H. Mack, District Manager, Autocar Sales and Service Company, leaves St. Louis to assume a similar position with that company in New York City.

Tom W. Hill, Jr., House Sales Manager of Butler Brothers, has resigned to enter in the Real Estate business in St. Louis.

C. A. Anderson, formerly Advertising Manager of the Associated Furniture Manufacturers, severed his connection to become Sales Manager of the Homestead Building & Loan Association of St. Louis.

C. A. Tanner, for over fourteen years District Manager of the B. F. Goodrich Rubber Company, has resigned his position. He is succeeded by W. H. Stonestreet.

John Mitchell, General Sales Manager of the Brecht Company, has resigned his position.

Why Run Your Car with Brakes Set?

THAT is exactly what you are doing when you use inferior oil or even the wrong grade of good oil. Either fails to reduce friction to a minimum—the chief service the oil is expected to render.

It is admitted by automotive engineers that in any high class car or truck, operating under the most favorable conditions, approximately 75% of the energy contained in the gasoline is lost in cool-

ing water, by radiation or through the exhaust, and 15% is lost in engine and running friction. But 10% remains to furnish power for useful work!

Inefficient engine lubrication may take 17% of the power, leaving only 8% for useful work. On the other hand, correct lubrication may reduce friction so that only 13% of the power is taken, leaving 12% for useful work.

Polarine

THE PERFECT MOTOR OIL

which is synonymous with correct lubrication, reduces friction to a minimum and may therefore have the effect of making a 50% increase in the useful power your gasoline gives you. It will also decrease wear and tear on your cars and trucks—saving repair bills and re-

tarding depreciation. These statements are not theories, but FACTS. They are supported by records of hundreds of tests. Polarine—sold on its merits; used for its worth—has effected substantial savings in many ways for owners of pleasure cars and fleets of commercial trucks.

A representative will be pleased to place the FACTS before you. It will be to your interest to look into them. Write or phone us today.

STANDARD OIL COMPANY

(INDIANA)

915 Olive Street

St. Louis, Mo.



Petroleum Products Rank Second in Exports

PETROLEUM and petroleum products make the second largest group in America's export trade, coming after the textiles, which for statistical purposes include raw cotton. This is brought out in a bulletin on the country's world trade, just published by the Foreign Commerce Department of the Chamber of Commerce of the United States.

"Petroleum exports comprised over 12 per cent of our total exports for the first half of this year," says the bulletin, "shipments abroad of the leading products totaling 8,396,000 tons of 2,000 pounds and having a value of over \$229,000,000, as compared with 6,825,000 tons, valued at \$192,000,000 for the same half of 1923. The largest buyers included Great Britain, France, Canada, China, India, Italy, Belgium, Germany, Japan, Panama, Chile, and Mexico.

"The principal petroleum export is gasoline, naphthas, and other light products, which was our third leading export in value, being 4.3 per cent of the total exports. During the first six months of 1924 our exports amounted to 1,892,000 tons, valued at \$87,843,000, against 1,296,000 tons, value \$74,856,000 for the corresponding half of 1923, an increase of 46 per cent in quantity and 17 per cent in value. The leading buyers were England, France, and Canada.

"Exports of lubricating oil, our eighth export, amounted to 789,600 tons, valued at \$48,518,000, for the first six months of this year, a 10 per cent gain in volume and a 17 per cent increase in value over the exports of the first half of 1923—716,200 tons, with a value of \$41,314,000. European countries were the chief purchasers.

"We exported during the first half of 1924 1,487,000 tons of kerosene, valued at \$44,049,000 as compared with 1,370,000 tons, value \$40,086,000, during January-June, 1923—a 9 per cent gain in volume and a 10 per cent increase in value. China, England, and India were our best customers."

U. S. Chamber Enters Its New Home at Washington, D. C.

THE project of establishing at Washington national headquarters for American business, inaugurated a little more than twelve years ago, was brought to fulfillment on October 1 when the Chamber of Commerce of the United States took possession of its new \$2,500,000 home overlooking historic Lafayette Square.

The structure, which is of the same monumental character as many of the more modern public buildings housing government institutions and departments, not only typifies the extraordinary development of associational activity on the part of trade and commercial organizations, but will serve as a national gathering place for more than 1,300 of these organizations constituting the basic membership of the National Chamber. It will be jointly their permanent home at the national capital and expressive of the common purpose and interests of all branches of industry and commerce.

With this in view the new building has been designed to afford to member organizations facilities for meeting at the capital, in which respect it differs from any other of the buildings typifying special fields of national activity centered about the seat of government. The entire main floor will be devoted to the constituent organization of the Chamber. This floor contains a series of halls and conference rooms suitable for a gathering of any size up to 1,000 persons. These are ranged about an open court or patio, arcaded on two sides, with a central fountain,—one of the most attractive features of the building. The Council Chamber, or auditorium, with a seating capacity of 1,000, extending along one side of the court, is designed for the use of larger conventions. Adjoining this is a reception room with a seating capacity of 400. For smaller meetings there are a hall which will accommodate 500 persons, a conference room seating 200 and three committee rooms. An unusually spacious entrance hall affords direct access to the court and auditorium.

The three upper floors are now occupied by the administrative staff and research divisions

Radio Banquet Held By H. J. Heinz Co.

W. PALMER CLARKSON, President of the St. Louis Chamber of Commerce, has just returned from Pittsburgh where he attended the banquet of the H. J. Heinz Company which commemorated "55 years of good will between employer and employees".

The banquet was held simultaneously in sixty-two cities in the United States, Canada, England and Scotland; the addresses made at the key banquet held at Pittsburgh being sent by radio to the other banquets.

This unique event, the first instance in which the radio has been brought into use to eliminate distance and bring together an international family of industrial workers, was held on the eightieth birthday anniversary of the founder of the Heinz company.

The radio tie-up was effected through special equipment installed by the Westinghouse Electric and Manufacturing Company and the use of short wave transmission.

United States Senator George Wharton Pepper and Charles M. Schwab spoke at Pittsburgh and President Calvin Coolidge spoke direct from the White House by means of special radio installation which carried his voice to each of the banquet halls.

The same menu was served in each of the 62 cities at hours ranging from 3:30 in the afternoon to midnight to correspond with 6:30 Eastern standard time, and the same speeches were heard in each of the group of banquet halls, extending from the Pacific Coast to England.

of the National Chamber. They make provision also for meetings of the Board of Directors and for committees.

The new Chamber of Commerce, fronting on Lafayette Square and Connecticut Avenue, occupies the site of the old red brick mansion which was known for many years as the "Webster house,"—the residence of Daniel Webster. It marks the gradual change in the environment of the square, the "front yard" of the White House, around which the homes of those conspicuous in the affairs of government and the social activities of the capital once clustered. Many of these older houses, still bearing a trace of the stateliness of a period long since gone by, have either disappeared or have been given over to other uses.

The new building was designed by Cass Gilbert of New York who also designed the Treasury Annex, which it resembles, facing the south-east corner of Lafayette Square. It is of classic design the most striking characteristic of which is a row of fluted columns on each facade with Corinthian capitals and entablature,—a design agreed upon by the Federal Fine Arts Commission for all buildings of a public character to be erected around the square.

The first meeting to be held in the building will be that of the National Association of Commercial Organization Secretaries on October 19. This will be followed by the midyear meeting of the Eastern Division of the National Chamber of Commerce which will bring together several hundred business men from the seventeen New England and Eastern States. In view of the facilities provided for gatherings of this kind it is expected that the building will become the clearing house for the common activities of chambers of commerce and trade organizations throughout the country.

Business Has Turned The Corner

EVENTS of the past month have left no doubt that business has turned the corner and is improving.

Fundamental forces are at work lifting it from a period of reaction.

Read our monthly business review

TRADE TRENDS

to get a quick, clear impression of the changes that are being made.

A copy will be mailed to you without obligation, upon request.

The National Bank of Commerce
with which is affiliated the
Federal Commerce Trust Company



in St. Louis

St. Louis Construction Firms Building In Many Other Cities

ST. LOUIS contractors and builders, architects and engineers are taking a prominent part in the building of other cities and the connecting links between the municipalities in the Greater Mississippi Valley.

The Moreno-Burkham Construction Company, Syndicate Trust Building, has been awarded contracts for the paving of several miles of streets in Fayetteville, Ark., with sheet asphalt on concrete base. This same firm has many other street paving and road construction contracts throughout Arkansas.

W. R. Heagler, consulting engineer, Fullerton Building, has been retained by Batesville, Ark., to prepare plans for the paving of many leading thoroughfares in that city. The work will cost upwards of \$100,000.

The Dawson & Bower Construction Company, 5650 Theodosia Avenue, was awarded the contract for \$30,000 of 7-inch concrete paving in Crystal City, Mo., during the past month. J. P. Davis, consulting engineer, with offices in the Chemical Building, designed the improvements. Approximately 9500 sq. yds. of paving is involved.

St. Louis contractors played an important part in the celebrated Little River Drainage District letting held on September 19 at Cape Girardeau, Mo. This is the greatest single drainage and reclamation project in the world and involves an expenditure of more than \$6,000,000 for drainage work.

The George W. Clarke Construction Company, 4043 Botanical Avenue, was awarded three of the fifteen contracts let. Their work embraces about 9,000,000 cu. yds. of ditch clearing and levee building with drag line teams. The contracts approximate \$1,000,000. A. V. Wills & Sons, Pontiac Building, was awarded the contract for building the Jenkin retarding basin, levees and channel work embracing about 384,000 cubic yards.

The Sternberg Dredging Company, Arcade Building, is the low bidder on 1,260,000 cubic yards of hydraulic dredging for this same district with a bid of approximately \$250,000.

Frank L. Wilcox, engineer with offices in the Chemical Building has been retained to prepare plans for a complete water works and distribution system and sanitary sewers for Charleston, Mo. He is also preparing plans for a water works and mains at Morehouse, Mo.

W. A. Fuller & Company, consulting engineers, 1917 Railway Exchange Building, are preparing plans for public improvements in various Southern Illinois and Missouri cities as follows: Water works at Shelbyville, Ill.,

water works and distribution mains and sewer system in Jonesboro, Ill.; complete system of sanitary and storm water sewers for Sikeston, Mo., to cost \$160,000, sanitary sewers in Winchester, Ill., cost \$60,000, system of sewers to cost \$25,000, in Teutopolis, Ill., and street work for the same city, and about \$200,000 in street work for Altemont, Ill., and about \$150,000 in streets at Astoria, Ill.

The A. H. Beard Engineering Company, 616 Title Guaranty Building, has designed a \$50,000 water filtration plant for Pinckneyville, Ill., on which bids will be taken soon. The same firm is preparing plans for additional water mains at Jerseyville, Ill., having designed the water plant and present

distribution system for that city. It has also drafted plans for \$250,000 of street work in Vandalia, Ill. Beard is city engineer for Maplewood, Mo., supervising the many public improvements put through by our neighbor to the Southwest in recent months.

St. Louis firms landed many of the contracts recently awarded by the Missouri State Highway Commission. C. P. O'Reilly & Company, Wainwright Building, have contracts for two steel bridges in Grundy County to cost \$14,594 and \$15,410 respectively. The Public Works Construction Company, Century Building, was awarded two bridges to cost \$3,736 and \$23,607 and also 1.657 miles of work on the Cape Girardeau-South Road to cost \$14,919. The St. Louis Foundation Company, Merchants-Laclede Building, won the contract for \$4,599 bridge over River Des Peres in St. Louis county, while the St. Louis Construction Company, Frisco Building, will build 2.067 miles of gravel road in Washington County for \$22,712.



*Lumber is not
Just Lumber*

Goodfellow's steady customers know that lumber is not just lumber.

MANY industrial purchasing agents, carpenters and contractors are among our steady customers. They do not shop around and buy lumber as a price and barter proposition. They buy regularly from us, knowing that Goodfellow lumber will be uniform in quality and the best grade at the fairest price.

Contractors know the worth of Goodfellow lumber in holding their customers year after year. They know that with sound construction and Goodfellow lumber the buildings they erect will maintain a long-time investment value.

We are glad to merit the confidence of these steady customers. It convinces us that the rigid requirements we observe for the protection of users of lumber is a worth-while service to both industrial builders and home owners.

*We will give you the same honest
lumber and prompt service, no
matter how large or small your order*

Goodfellow Lumber Company

Ours is the Trade that Service Made

Natural Bridge at Goodfellow
ST. LOUIS

Gasoline Sales Broke Records in August

THE gasoline users of the United States in the month of August surpassed all previous records for consumption of this fuel, according to the Department of the Interior. The domestic demand for gasoline, as reported to the Bureau of Mines, amounted to 819,467,892 gallons. This figure is an increase of 29,801,302 gallons over the consumption in July, in which month a new high record has been set. The whole trend of the Bureau of Mines' statistics, showing at frequent intervals the establishment of new gasoline consumption records, indicates that the use of this liquid fuel in the United States is on a constantly increasing plane.

The production of gasoline in August amounted to 755,779,688 gallons, a daily average of 24,379,990 gallons. This represents an increase in daily average production over the previous month of 445,319 gallons or 1.9 per cent, and an increase of 16.5 per cent over the daily production average for August, 1923.

All Lines Experience Good Business

(Continued from Page 7)

past year was a good September. We expect the balance of the year to continue good in our line of business, so far as we can see."

✧ ✧ ✧

Eugene F. Olszewski, Secretary, American Packing Company: "General business conditions are very good just at this time and there is a very brisk demand. The hog market has registered a good advance. Our Fall volume will be about equal to, or slightly more than the same period of 1923. As storage supplies of all the pork product are moving very freely, we look forward to the close of a successful year and think that the present rush will continue for at least the greater part of the remainder of the year."

✧ ✧ ✧

Benjamin Rich, President, American Syrup & Preserving Company: "General business conditions are improving. Our 1924 fall volume has exceeded 1923. We look for a very good business the rest of the year."

✧ ✧ ✧

Frederick Deibel, President, Anchor Hay & Grain Company: "There is an improvement in the general market and our volume of business this year has surpassed that of a year ago. Our future prosperity depends entirely on the result of the presidential election in November. Under the present regime conditions are improving."

✧ ✧ ✧

R. S. Waldron, Vice-President, Art Publication Society: "We have surpassed our record for 1923 and are enjoying the prevailing improvement in conditions generally."

✧ ✧ ✧

E. J. Harrington, Manager, Armour & Company: "Business is good and we believe will be much better. Our sales have surpassed those of 1923 and we look forward with confidence to continued prosperity."

✧ ✧ ✧

Frank E. Allenberg, Associated Grocers Company: "Business conditions with us are improving. Our volume thus far has surpassed that of a year ago and we can see nothing but a continuation of good business for the remainder of the year."

✧ ✧ ✧

L. F. Turnbull, President, Atlas Linen & Towel Service Company: "We find considerable improvement in general conditions and have far exceeded our volume of 1923. We predict gradual improvement and a pronounced sentiment of sanity in the presidential election."

✧ ✧ ✧

Paul W. Greyer, Athletic Tea Company: "Sales and credit conditions show marked improvement in our line, after a summer slump more severe than general. In answer to question two, the volume of our 1924 fall business has had to overcome this slump, and will be at worst slightly under our 1923 business. The present outlook, judging by current developing business increases, is very satisfactory and most encouraging."

✧ ✧ ✧

Jas. J. Byrne, Manager, Baker-Vawter Company: "The upward trend became very noticeable about September 1 and is showing continued improvement. Reports to date for September, from Central and Southern Illinois, Eastern Missouri and South Eastern Iowa show an increase of 64/4% over 1923. Indications are that the last quarter of this year will surpass every similar period since 1920."

✧ ✧ ✧

B. L. Beall, President, The Banner Buggy Company: "Business conditions are improving slowly and therefore, healthily. The sudden pronounced improvement in farm conditions has brought about an increased demand for buggies. Our business this past September, however, has not been quite up to what it was in September of 1923, though in comparison with the earlier months of the year, has been most satisfactory."

Lafayette D. Lytle, District Manager, The Barber Asphalt Company: "In our manufactured lines, our business has been better than normal all year. The Spring and Fall seasons are usually heaviest for construction materials of the nature of ours. Generally speaking, 1923 was an unprecedented construction year from beginning to end, while there was a certain tendency toward marking time during two or three months of the present year; therefore, while we have had months in 1924 that exceeded in volume corresponding months in 1923, we believe that for the entire period, the aggregate business will be just about equal."

"Most of our business in this District is transacted in sections South of here, embracing nine states, and the favorable crop situation in those states coupled with the unusually favorable iron and steel activity in Birmingham

justifies, we believe, the prediction of an extremely active Fall and early Winter."

✧ ✧ ✧

M. C. Bay, Bay Bros. Lumber Company: "Business for 1923 with us has been fair. Conditions are gradually improving and we contemplate doing a fair business during the remainder of the year."

✧ ✧ ✧

George A. Bayle, Jr., Bayle Food Products Company: "Our shipments during September showed a substantial increase over August, and also over September of last year. Conservative buying during the summer has allowed stocks to become low and is resulting in a good demand this fall. Crops of agricultural products throughout the world are both late and light, bringing advancing markets, which

(Continued on Page 29)

The Baldwin Reproducing Piano



You can enjoy the playing of the Great Artists whenever you are in the mood.

This instrument re-creates the touch, style, and interpretation of great concert pianists with miraculous fidelity.

We have Reproducing Pianos in both up-rights and grands.

Come in and hear them.

The Baldwin Piano Company

• 1111 OLIVE STREET - ST. LOUIS

Bell and Kinloch Merger, Completed, Gives Unified Phone Service

ST. LOUIS' two telephone systems have become one. With the completion of the merger of the Bell and Kinloch properties here early in August business men in every field of endeavor are beginning to experience the benefits that accrue by reason of a single unified service of communication. St. Louis was the last large city in the nation to eliminate its duplicating telephone systems.

The remains of the barrier which formerly separated subscribers of the two systems were wiped away a few weeks ago when the merger work, which had been under way for more than a year, was completed. The end of dual telephone service has finally been consummated, and now any telephone-user in the city may communicate with every other telephone instrument in the city.

The task, according to Percy Redmund, general manager of the Southwestern Bell Telephone Company, was one of the most difficult ever attempted in the Southwestern territory, and is estimated to have been equal in magnitude to that of building an entirely new system for a city of 100,000 people. The work itself, being so widely distributed throughout the city, had to be done in piecemeal fashion, each of the Kinloch offices having been "cut over" into the Bell System separately. It was imperative that the service be carried on without interruption during the merger. At the front of switchboards sat operators quietly answering and completing calls, while at the

back were men of the merger forces soldering thousands of connections in preparation for another step in the consolidation. It seems obvious that under conditions such as these, there must be some inconvenience to subscribers despite all human diligence to render faultless service.

To St. Louis as a whole, to the individual telephone subscribers and to the telephone company the completion of the merger means the closer linking of the city's various communities, and bids fair to assure a rate of telephone growth comparable to that of other large cities. To the subscribers the value of the present service is obviously greater, for each is enabled to reach the combined telephones of both systems, totaling 165,000 stations; and to the telephone company it points the way to even greater expansion and usefulness. St. Louis has for many years shown an average increase of about 2,000 telephones annually. The annexation of 35,000 Kinloch stations is equivalent to seventeen years' growth in one year.

Business Improvement Noted

(Continued from Page 28)

naturally encourages more freedom in buying. With the disturbing factor of the presidential election out of the way, business should maintain a steady volume, somewhat above the average, this winter."

✪ ✪ ✪

Harry Benjamin, President, Harry Benjamin, Equipment Company: "Out business has increased over 1923 and a continued improvement in general conditions is noted. Future prosperity, in my opinion, hinges upon results of the presidential campaign."

✪ ✪ ✪

J. R. Bissell, J. R. Bissell Dry Goods Company: "Business conditions have improved very materially. Collections are good and merchants are buying more freely than for months. The future promises good and we anticipate a better business than last year."

✪ ✪ ✪

Albert F. L. Schmidt, President, Blanke-Wenneker Candy Company: "We find that the general business conditions have been improving very materially within the past three weeks. Our 1924 volume of business in tonnage has exceeded that of 1923 materially. The indications through the reports that we have

(Continued on Page 32)

How to Sell More Shoes In Retail Store

PROPRIETORS of retail shoe stores will be interested in the following "tips" from the current issue of the *Nation's Business*, the official magazine of the United States Chamber of Commerce.

"A big shoe store recently made an investigation of their business to learn where they were wasting time and effort and how to sell more shoes without increasing the number of clerks. They made astonishing discoveries. One of these was that a definite cause of delay in selling shoes is the common practice of trying on only one shoe instead of two. In other words, a sale is more quickly made if the clerk has the customer try on both right and left shoes. The explanation is that with a new shoe on one foot and an old, more comfortable shoe on the other foot, the customer is slow in making up his mind. He says to himself: 'I don't know about this. Oh, if only the new one felt as good as the old one!' Then he tries on two or three other designs, hesitating each time, because of the contrast between the feel of the old and the new, before he finally buys. If he has new shoes on both feet, he has no chance to make such a comparison, and is perhaps pleased with the first pair he tries on.

"The reason for not trying on both shoes had been that clerks thought it would take too much time. Experiments showed that with a little practice the clerk could take off, put on and tie two low shoes in as little as 15 seconds. Even with high shoes he could take off the old pair, put on new ones and lace them up in 36 seconds.

"Another discovery was that much confusion results from identifying shoes in the show window by number. Many customers, after picking out a shoe in the window, are unable to remember the number correctly while walking back into the store. Part of this difficulty is due to the fact that the number and prices are often in similar sized type. Experiments proved that if the shoes in the window were identified by a name instead of by number, the customer was far less likely to forget which style he desired. Names are naturally more easily remembered than mere numbers."



Diversified Directorate

THE Board of Directors of the Mississippi Valley Trust Company includes an executive from nearly every major industry of the St. Louis district.

These men are experts with long experience. They bring to the meetings of the board not only good business judgment, but valuable knowledge concerning the following lines:

Shoe	Hat	Clay Products
Stove and Range	Grain	Paint
Railroad	Coal	Real Estate
Investment	Cotton	Oil
Glass	Timber and Tie	Iron
Public Utility	Chemical	Tar Products

This well-balanced directorate enables the Mississippi Valley Trust Company to understand the needs of all classes of industry and render better and more intelligent banking service.

Conferences with business executives are invited



Capital, Surplus and Undivided Profits Over Eight Million Dollars

Concerning "Sky-Riding"

(Continued from Page 8)

he froze our marrow with tales of shipwreck on savage islands, inhabited only by man-eating aboriginals, or with stories of voyages to parts and lands unknown to us simple village folk. Dave seemed satisfied with Mr. Smith for a companion but I had remarked that in his stories mutiny had always played a large part and was somewhat fearful he would mutiny on Dave, but I kept my misgivings to myself.

It was a bright Autumn afternoon when, with motors roaring and colors flying—my color and Dave's—we set sail from Bridgeton Field. A wonderful afternoon of Indian summer. One on which I would have liked nothing better than to lie under a tree—eating doughnuts, say. I reflected, as we set off, that I would like to lie under a tree and have doughnuts but I speedily put such thoughts from me. It is not for the commander of an aerial survey to dwell upon such mawkish things. He has his duty alone to consider. His duty to himself and all those on board who have put themselves in his care for the duration of the voyage.

A few minutes after we got under way, I began to survey things. The first thing I surveyed was a small Detroit-made motor car passing along a road. I later made inquiry and found that the inhabitants of the Earth are greatly given to the use of such vehicles and make of them almost a household God. Some even take them into the cellar at night and treat them as members of the family. Indeed, the devices are frequently referred to as "She" among the Earth-people and are made to assume a definite personality. When their services are deemed worthy, the Earth-folk make offerings of gasoline and water to them but if they seem to become refractory, these simple people swear at them and kick them savagely, and express their displeasure in other ways.

One of the first points we were to survey was the Chain of Rocks. This was accomplished satisfactorily, so far as I was concerned. I looked down and saw eight or ten settling basins, each with a different color of water in it and then endeavored to instruct my navigator to go back to the field so I could report. I thought it would be a good idea to report on the Chain of Rocks at once. But he seemed absorbed in something and made no effort to turn back. So I looked down again and found myself surveying an extraordinarily wide roadway, paved with brown macadam.

I thought at first it was Riverview Drive but it wasn't. It was a river which flows by St. Louis and which was named the Mississippi by the original inhabitants of the place. Riverview drive was only a ribbon over along the shore. I have, in my other writings, referred to the Mississippi at various times and, as I gazed from aloft upon that majestic flood, which I have termed the Father of the Waters, I wondered if the river really did possess a Spirit, as the Indians believed, and if that Spirit was in any way annoyed at anything I had said. Here was an excellent chance for the Spirit to take revenge, I realized. I thought sadly of the letters I had written before sailing and wished I had put special delivery stamps on them.

Shortly, we came to the business district and I surveyed it. Unfortunately, dear reader, I can only find rebuke for what we sometimes call our Fair City. I looked down at the numerous smoke stacks and saw only faint vapors ascending—vapors so faint they were lost almost at once. There was nobody on the streets. Practically nobody that is. Now and then you would see a boy or two, or an exceptionally small man, and these were obviously only messengers or office assistants. They proceeded at a crawling pace that was a decided reflection upon the enterprise and bustle of the community. Automobiles, too, loitered and lagged upon the pavements in a way that was little less than criminal.

It was about this time that I became interested in a small dial, not unlike that of a clock, in front of me. At one place it said Altimeter and at another, "1,000's of Feet". There was a needle and it pointed to the figure 5. I made a rapid calculation and decided this meant we were traveling over St. Louis at the height of 5,000 feet. I surveyed some more.

We were passing over a bridge. I looked upstream and saw we had passed two other bridges. This must be Eads Bridge. So I decided to survey the Retail and Financial Centers of St. Louis. I had barely time to notice that prices were falling rapidly along Washington avenue and to reflect that I would need a new suit if I was down there and wasn't likely to come up here again. Then came the Financial District, where our money giants sit among colossal edifices, like the cliffs of the stone age. I was disappointed. My survey revealed only a few dark cracks between some rather sooty looking roof tops.

I looked for the Famous-Barr Building, which I have termed, in my own mind, a Civic Colossus. To my surprise, I couldn't locate it. Finally, I recognized the uncompleted Federal Reserve Building—by its white stonework—and from that looked to where that fraudulent Colossus should have been. But it wasn't a Colossus any more. From 5,000 feet it didn't look to be much higher than the Carleton Building or the Tower Building.

We passed on. Every now and then, during this part of the trip, we hit a bump. I mean to say the aeroplane jumped, just as though it had struck a rut. Admiral Wassall later told me the air over St. Louis had many such inequalities. Some days, he said, it was just like riding over North and South road. I made a private note to report the condition of the air over St. Louis to Mayor Kiel and ask that something be done about it. It is shocking that our air should be allowed to remain in such state. What will visiting tourists think of the city, after they have bumped along over it for half hour or so, without relief. Although, I will say this, the condition does not run true to form. The air is a great deal smoother over the West End than over the North and South sides, while with the streets, it is just the opposite.

After a little, I looked down and saw a wide, flat-looking yellow place and alongside it a group of buildings surrounded by a white wall and realized I was surveying the Work House. Then we turned west and almost immediately I found myself surveying Grand avenue. We went north on Grand and beat two cars and a Green Competitor to the transfer point at Grand and Olive. I reflected momentarily on how the Skouras Brothers would take it if I interrupted a matinee performance by coming in through the roof without my Christmas book of tickets and then, abruptly, found myself surveying the Public Library. I knew it was the library by the lay-out of the park behind it. The fountain in that park was playing but I couldn't see the water in it—only a white streak where the fountain was making foam in the center.

Admiral Wassall made a much more thorough voyage than I thought necessary. I thought the city had been amply surveyed by this time but he went out to Forest Park and made another loop over it. It was queer to look down on the baseball diamonds and see their symmetrical outlines—all apparently vacant. There were tennis courts, too, also vacant. At least, they seemed so. I have since wondered if people were playing on them but were not perceptible from above. I must ask the Admiral about this. The Municipal Theater looked a good deal like a box-office diagram. Over beyond the Art Museum was an ugly looking patch of hard-looking green stuff. Evidently the Park authorities had taken the lagoon in for the winter and substituted green canvas for it. At least, I felt that this must be the case.

(Continued on Page 31)

The WINKLE TERRA COTTA COMPANY Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.

WEBSTER COLLEGE

for
Young Women
and Girls

The Ideal School for
Your Daughter or Ward
*Empowered by the State
to Confer Degrees*

FOR
Illustrated Prospectus of College
Address the Registrar

FOR
Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE
Webster Groves - - Missouri

Bell Telephone, Webster 1465

Concerning "Sky Riding"

(Continued from Page 30)

From Forest Park we passed over Parkview, laughing scornfully at the restrictions and the barrier chains. Such things might inconvenience Earth people but they couldn't block two such old Air Bubbles as ourselves. Then came University City and several subdivisions. The subdivisions, with their newly completed streets, looked like spider webs—spun by Ribbon Spiders, of course. I only surveyed them briefly.

Then we arrived at the Field again and Admiral Wassall did a rather unpardonable thing. He performed some stunts, desiring in this way to impress me with his consummate control of our ship. They told me afterward he looped the loop twice and did what is technically called a "Falling Leaf". But his fine work was wasted. He did no more than upset me and mix up all my adjectives and verbs until I couldn't write this report of my survey for two days. He got me in such a state that I couldn't even diagram a simple sentence like "John made a dash after Mary," much less create noble thoughts. During the Falling Leaf I kept my eyes shut firmly. I found I could enjoy it more that way.

After this disturbance, I gave the signal to land and the good fellow restored the plane to her former position in the hangar. I then promoted him to Commodore and resigned my command.

Summary.

While my survey will undoubtedly be of great value to all who digest it carefully, still I can not forbear making two or three points which I feel may have been lost sight of during the body of the report.

In the first place, I must explain that Dave and his skipper returned safely to the field before we did. I must apologize for saying so little of Dave during my report but that is the failing of aviation. It is an ego-centric business. The aviator, even the Commodore of the Ship, is in a lonely and contemplative position. He can not chatter or talk. He can only indulge in reflection and observation. I did see Dave once, while making the survey. I looked over my shoulder and found him flying a bit to our rear. I waved to him briefly and returned my hand to its position on the arm rest which is provided for Commodores. Dave waved briefly to me. Then we separated, to see each other no more until we regained the Harbor, as I have decided to call it. Or the Port of Missing Engines.

In the second place, I must explain that Dave and I were guests of the 110th Aero Squadron on this survey. The ships we commanded were loaned to us for the occasion.

Now, the 110th Aero Squadron is a National Guard unit that offers excellent opportunity for fascinating peace time service, on the ground or in the air, for men who are interested in photography, wireless telegraphy, map-making, machine-gunnery, gasoline engineering and allied subjects. It needs such men. Every reader of this Summary, should make up his mind here and now to see that the unit gets at least one recruit through his efforts. The 110th Squadron offers a chance for a young man to join a new, elite branch of the military service and make a place for himself in it.

Furthermore, the 110th Aero Squadron, is capably commanded and is a worthy St. Louis organization. Should the reader, by any chance, be given the privilege at any time of subscribing some small sum to help it acquire needed locker rooms and general equipment, he should—as I have decided to phrase it—give till it hurts. For further information along this line read my six points, enumerated elsewhere under the heading "Things You Would Like to Know, Presumably."

Things You Would Like to Know, Presumably, at Least.

1. The 110th Aero Squadron is a Missouri National Guard Unit. Its headquarters were established in St. Louis after a lively competition between our Flying Club executives and

representatives of Kansas City and St. Joseph. In short, we battled for the honor of having the unit and now it's up to us to do a St. Louis job with it—that is, make it twice as effective as any other community would.

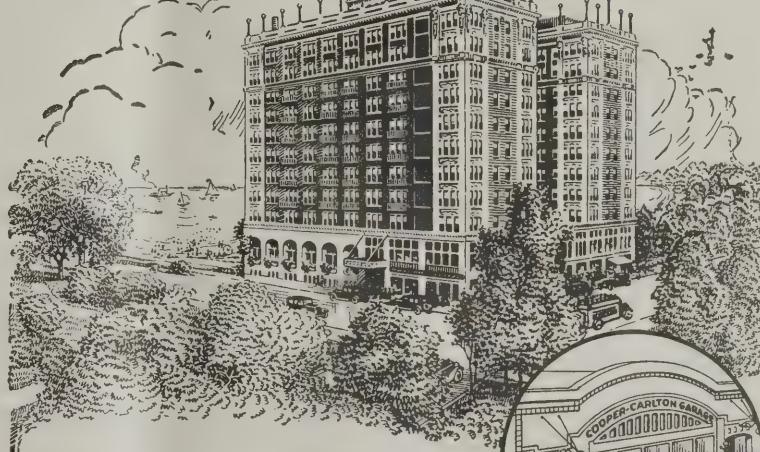
2. In time of war, the 110th Squadron will be the aviation unit for the 35th Division. It will do air scouting, fighting and patrolling. Will make aerial photographs and maps. Will direct artillery fire by wireless. In short, it will engage in all phases of aerial work except those incidental to ballooning or balloon observation.

3. It is partly recruited at present but offers splendid opportunity to men who desire expert supervision in practicing photography, wireless telegraphy or the mechanical subjects incidental to aviation. It needs young men and young men should be encouraged to enlist for some one of its many fascinating branches of service on the ground or in the air.

4. When fully organized, the squadron will have valuable possibilities of non-military character. For example, Mr. Wall, Water Commissioner, has said that aerial photographs of the Mississippi just above the chain of Rocks would be of great benefit to him and to his engineers, especially if sets could be taken annually so that changes in the river bank could be noted and compared, season by season. The unit can and probably will furnish these photographs, together with traffic photographs and various aerial surveys for St. Louis industry.

5. In emergencies, where rioting or mob action is feared, the 110th Aero Squadron could move machine gun squads to any point in the state within a few hours. During the course of a day, fifty or one hundred armed men, with machine guns, could be taken to points within a radius of 200 miles.

COOPER-CARLTON HOTEL



The Cooper-Carlton is delightfully situated on the shore of Lake Michigan, overlooking East End Park (on Route 42). It is quiet and restful, away from the noise and congestion of the "Loop," yet only ten minutes by Illinois Central Suburban, or twenty minutes by motor from the business and shopping center of Chicago.

The Cooper-Carlton is surrounded by a thousand acres of public parks, and is conveniently located near fine beaches and well-maintained golf courses, where all sports, such as boating, bathing, golf, tennis, horse back riding, etc., may be enjoyed.

The large, airy, comfortable rooms are luxuriously furnished.

Reasonable Rates

Single	• • • •	\$3.00 per day and up.
Double	• • • •	4.00 per day and up.
Suites	• • • •	6.00 per day and up.

The dining room is unsurpassed—either a la carte, or table d'hôte—at very moderate prices.

If you come by motor, Route 42 passes our door. If by train, get off at the 53rd St. Station of the Illinois Central, Michigan Central or Big Four—two short blocks away. If on the N. Y. Central, Penn., Rock Island or Nickel Plate, get off at the Englewood 63rd St. Station and taxi a short distance through the parks.

Chicago Motor Club Tourist Bureau in our Main Lobby.
Rates and Reservations guaranteed. Wire reservation at our expense.
FREE BOOKLET ON REQUEST

COOPER-CARLTON HOTEL
Hyde Park Boulevard at 53rd Street - Phone Hyde Park 9600
CHICAGO

Our own garage
but a block away

Business Improvement Noted

(Continued from Page 29)

received from our representatives in the twenty-two states that we cover, point toward a very satisfactory business for the balance of 1924. The increased prices in agricultural products have been very stimulating throughout the country, and with the added anticipation of splendid crops particularly through the South, is most encouraging, when we take into consideration that we are upon a National Presidential Election the psychology of which is always more or less a check on business."

✧ ✧ ✧
Jos. Bollwek, President, H. Bollwek & Bro. Trust Estate: "While our 1924 volume will not equal that of 1923, we believe conditions are becoming somewhat improved."

✧ ✧ ✧
I. P. Morton, President & Treasurer, The Bradbury Marble Company: "The marble business is more or less dependent on the larger building operations. These have been few and far between. Apartment houses, hotels and residences take marble in smaller quantities and this kind of work has been more or less plentiful but prices have been relatively low. Conditions do not seem to be improving materially although there are several larger buildings in contemplation and under way."

"Our own volume for the year has been very satisfactory and is larger than last year in spite of the fact that we have been moving our plant for the past few months. We are just completing one of the most modern marble finishing plants in the west on a five-acre tract on Morganford Rd. and Missouri Pacific tracks."

✧ ✧ ✧
T. E. Briell, Briell-Rodgers Cotton Goods Company: "Although business is only slowly showing signs of improvement, we are optimistic in our outlook toward future business. This feeling is, I believe, general. Our 1924 volume thus far has been only about two-thirds of that of 1923."

✧ ✧ ✧
Jos. A. Bromschwig, Henry Bromschwig Tailor's Trimmings Company: "We find general business conditions in our line just about beginning to show an improvement. Our 1924 volume so far is less than that of 1923. We really look forward to good business for the Fall season. We think the weather conditions will help our business very materially and cannot see any reason why we should not find business to be good. In our estimation there is more money in circulation at the present time than there has been since the war and really believe the latter part of this Season will be very good."

✧ ✧ ✧
F. N. Schus, A. R. Brooks Mercantile Company: "Business in our line is very dull and we are behind our sales record of last year. Present indications do not point to an early improvement."

✧ ✧ ✧
C. M. Skinner, President, Buxton & Skinner Prtg. & Sta. Company: "The general volume

of our business has shown a gradual improvement and the amount of sales for 1924 are slightly better than for the same period of last year. We feel that there will be a continued improvement of business during the remainder of this year."

✧ ✧ ✧
J. James MacGregor, President, Cadillac Automobile Company: "Our business in August was very much improved over previous months in the year 1924, and indications point to a very much improved sales volume for the balance of this year. I am satisfied that the automobile industry will have completed when 1924 has ended, one of the very best years in its already wonderful record of increased sales constantly growing year by year."

✧ ✧ ✧
Alex. Carafiol, Carafiol-Silverman Garment Company: "Our particular line in all sections of the country is quite active. I also believe that business generally is showing signs of improving, with conditions becoming as they are, more substantial and sound. Our 1924 Fall volume has surpassed by fully 50% the volume of our Fall 1923 business."

✧ ✧ ✧
Louis Day, Manager, Carter White Lead Company: "Conditions in what is now familiarly known as the Forty-Ninth State which just about embraces the territory I sell, is in a healthy condition in our line. I find we had exceedingly strong buying the first part of this year. Then a rather slow movement of dealers stocks, due to backward Spring and wet weather. The 1924 volume of sales to date has exceeded 1923 by a very good volume."

✧ ✧ ✧
P. I. Chandeysson, President, Chandeysson Electric Company: "While our sales this year have not equalled those of a year ago, we believe conditions are going to materially improve and are optimistic about future prosperity. We can note a slight improvement, which is preferable to sudden prosperity because it is sound."

✧ ✧ ✧
L. D. Vogel, Vice-President & Secretary, Charter Oak Stove & Range Company: "General business conditions have improved materially during September. On September 1 our shipments were behind last year for the same period of time 11 per cent. On October 1 this had been reduced to 3/10 of 1 per cent. For the month of September of this year our shipments were 45 per cent over September of 1923. We hope and believe that we will have enough to make the volume of business for 1924 come fully up to that of 1923. We will be disappointed if it does not and we are bending our efforts in a direction of making 1924 exceed 1923."

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and Parcel Post and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. *Can you afford to be without it?*

If any kicks, tell the TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Simmons Hardware Co.

Your co-operation will help to maintain prompt, regular *freight service* on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

Do you ever need exact duplicates or perfect copies of any kind of

Documents, Letters, Maps, or Blue Prints?

TRY

PHOTOSTATS

MADE BY

ST. LOUIS PHOTO PRINT CO.

406-7-8 Times Bldg.

OLIVE 2938

SAT

GREATER ST. LOUIS



**ILLINOIS
TRACTION SYSTEM
SERVICE**



NEW **3** FAST TRAINS

From the heart of St. Louis
SPRINGFIELD ~ $3\frac{1}{4}$ Hours
PEORIA ~ $5\frac{1}{2}$ Hours
Chair Car Compartment, No Extra Fare!

Look For the St. Louis-Peoria "Flyers"

Lv. St. Louis 7:00 A.M. 1:00 P.M. 4:30 P.M.
Ar. Spr'g'd 10:15 A.M. 4:15 P.M. 7:45 P.M.
Ar. Peoria 12:25 P.M. 6:25 P.M. 9:55 P.M.

The fastest time
from the center of
St. Louis (12th and
Lucas Ave. Station)
to Illinois points.

TANGERINE
Even the
color is new



SLEEPING-CAR TRAIN

Windows in Upper Berths—Safety Deposit Boxes.
You really sleep on these Traction
sleepers. Free from smoke and cinders.
Every Night at 11:45 for Springfield and Peoria.

NEW
SLEEPING CAR
ST. LOUIS-CHAMPAIGN

The  **ILLINI**

Three Nights Each Week to the
University City
Tuesday — Thursday — Sunday

Lv. St. Louis 11:45 P. M.
Reservations also for
Decatur, Ill.

CAPITOL LIMITED
De Luxe Parlor Car Train

The last word in travel comfort.
Luxurious parlor chairs, library, observation,
club section, cafe service, courteous porters.

Advance seat reservations.

Lv. St. Louis 10:00 A.M.
Ar. Spr'g'd 1:25 P.M.
Ar. Peoria 3:50 P.M.



Illinois Traction System

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

November, 1924

Number 3

TABLE of CONTENTS

ST. LOUIS MAY NOW EXPAND.....	2
THANKSGIVING.....	5
By W. Palmer Clarkson	
ELECTION RESULTS ON AMENDMENTS.....	6
PRESIDENT CLARKSON RE-ELECTED.....	7
MOST WAR VETERANS EMPLOYED.....	8
DAVE AND RALPH VISIT ZOO.....	9
MONTHLY BUSINESS REVIEW.....	10
By Archer Wall Douglas	
NEW SALES IDEAS.....	11
BUSINESS IMPROVEMENT CONTINUES.....	12

OFFICERS

W. PALMER CLARKSON, President.
MELVILLE L. WILKINSON, First Vice-President.
CARL F. G. MEYER, Second Vice-President.
BAXTER L. BROWN, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDE B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER	E. D. NIMS
JOHN H. GUNDLACH	HARRY P. STIX
HAROLD M. HESS	JOHN B. STRAUCH
LOUIS F. LUMAGHI	F. W. A. VESPER
ROBT. L. NIEDRINGHAUS	LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN	MORTON J. MAY
IRVIN BETTMANN	JULIUS SEIDEL
WILLIAM R. COMPTON	*R. T. SHELTON
*F. ERNEST CRAMER	HOWARD V. STEPHENS
W. H. ELLIOTT	*O. L. SWANZEY
J. H. FARISH	L. A. VALIER

W. L. WIMMER
(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
Emil Ritter, Jr., Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. of C. BUREAU—
Andrew G. Mungenast, President.
Dwight Holmes, Secretary.
MEMBERS' CONFERENCE—R. T. Shelton, Chairman.
W. Scott Hancock, Vice-Chairman.
MEMBERSHIP—Paul Y. Versen, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter C. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—O. L. Swanzey, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



(The Sheridan Plaza Hotel, Chicago. W. W. Alschlager, Architect)

Architectural Beauty in Ornamentation

In the Sheridan Plaza Hotel the pleasing color contrast between the Terra Cotta and the brick is enhanced by the exquisite modeling of the ornamentation.

And these beautiful ornamental effects were obtained in Terra Cotta at only a fraction of their cost in any other building material. Terra Cotta permits the use of effective ornamentation that would be prohibitive in cost, if cut in marble, granite or limestone.

The Terra Cotta Service Bureau, 128 N. Wells St., Chicago, telephone Dearborn 4251, will welcome the opportunity to meet and tell architects, builders and owners many valuable facts about Terra Cotta. This service is without cost or obligation. You can use it with profit.

Build with TERRA COTTA for Beauty

Greater St. Louis

The City surrounded
by the United States

*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

November, 1924

Number 3

THANKSGIVING

By W. PALMER CLARKSON,

President, St. Louis Chamber of Commerce

ST. LOUIS comes to another Day of Thanksgiving with more cause for genuine thankfulness than ever before in its history. It has been a year of countless blessings not only for the city, but for the State and Nation. No other city in the country has more to be truly thankful for than has St. Louis this year.

Commercially and industrially St. Louis has much for which to be thankful. Manufactories and industries, all lines of business in fact, have made conspicuous progress within the last year. We have expanded, not by any rapid leaps or bounds, but in a conservative, stable fashion. Every commercial and industrial activity has been gratifyingly prosperous where common sense and sound business judgment prevailed. Banks report the largest deposits in history. Savings accounts within the year passed all previous records. By and large the citizenship of St. Louis today is happier and more prosperous than ever before.

Unemployment, which a brief three or four years ago, formed so threatening a problem for city, state and nation has been practically eliminated. Employment for those who want to work and at wages never before surpassed in peace times, is the rule. Unseasonably mild autumn weather has interfered somewhat with merchandising in a few lines of business but the first touch of winter weather will correct that.

The people of St. Louis and vicinage are comfortable, reasonably contented and alert to take advantage of the opportunities the future promises. St. Louis faces the coming year with a confidence and a hope it has seldom if ever before enjoyed.

We have seen one of the greatest municipal bond issues ever issued by any city in the country gradually find expression in public improvements which stand for a bigger, better St. Louis. We have made marked progress in carrying out the plans contemplated in that program of civic betterment. We have within the last month taken another forward step in the building of a greater city. When the voters of the State approved Proposition No. 7 the opportunity for unifying the city of St. Louis and St. Louis County into one political and civic unit advanced within reach. All that remains now is the formulation of a plan agreeable and beneficial to residents of the city and county alike.

The trade area of which St. Louis is the industrial center has in the year now drawing to a close enjoyed a bountiful harvest. Grains have advanced 50 per cent over the price they brought five months ago. The prices of all farm products have moved upward. The purchasing power of the producer of raw materials has been enhanced, and with his prosperity the market for manufactured goods has grown in size.

St. Louis has much to be thankful for, and not the least of our blessings is that we have before us the brightest future of any city in the country, provided we awaken to our unlimited opportunities.

Business has confidence that the next four years will see no wild experimentation in government, no dangerous theories to upset our economic stability, and no unsound practices to interfere with the natural, logical development of our national resources, but sound common-sense government. These are the things for which, with countless others, St. Louisans should offer thanks this coming Thanksgiving Day.

Important Amendments at Recent Election Carried as Chamber Desired

Attitude of this Organization Reflected in Vote of Citizens Generally on Proposals of Great Significance—Chamber, in Conjunction With Other Organizations, Waged Vigorous Campaign

SHORTLY before the recent election the St. Louis Chamber of Commerce, prompted by what it conceived to be its duty to the citizens of the State, made known its position on several of the constitutional amendments and initiative proposals submitted to the voters. The position taken by the Chamber was distinctly of a non-partisan character and based solely on its desire to serve the best interests of the city of St. Louis and the State of Missouri.

On ballot Proposition Nos. 2, 3, 8, and 10 the Chamber took no official action.

Amendments Nos. 1 and 4.

These related to changes in the Supreme Court, to increases in Legislators' Salaries, and to the employment of relatives. While the Chamber extended its official endorsement to Nos. 1 and 4 it made no special attempt to get them acted upon.

The following propositions were considered vitally important, however, and the Chamber spent both time and money in an effort to inform the voters about them:

Proposition No. 5.

State Highways.

The initiative proposal providing a tax of two cents a gallon on gasoline and increasing the State automobile license fee approximately 50 per cent to speed up road building.

Vice-President Wilkinson, of the Chamber, was Chairman of the State Committee to secure the approval of this proposition, which work was vigorously pushed by the Automobile Club of Missouri, of which Maj. Roy F. Britton is President. The Chamber did everything in its power for this proposal, knowing that what would be good for all of Missouri, would be good for St. Louis. The Amendment was decisively approved by the voters.

Amendment No. 6.

Workmen's Compensation Law.

The general state work against this Amendment was done by the Associated Industries of Missouri, which had the Chamber's support and endorsement. The Chamber confined its direct work on it to St. Louis and vicinity, to advertisements in the City papers, and to a K. S. D. radio speech on the night before election. This amendment was drafted by the radical labor element. It would have put the State into the insurance business, and by its drastic provisions, would have driven industries out of the State. It was overwhelmingly defeated. A fair and equitable law is being prepared to submit to the next legislature. We need such a law, and it is hoped that it will be passed. But we are better off as we are than we would have been had Amendment No. 6 passed.

Flexibility of Chamber's Organization

AS has been pointed out by President Clarkson, the part played by the Chamber of Commerce in the recent election is a convincing example of the many ways in which this organization is called upon to function. In addition to bringing new industries to the city, protecting industries already here from discriminations of any kind, and doing all of the things for continued industrial progress and expansion, which ordinarily are done, consideration must be given all other phases of the city's welfare also, not the least of which, naturally is the well-being and contentment of the citizens.

The Chamber is proud of its record of achievement generally, and particularly its accomplishments, with other organizations, in the recent election.

Amendment No. 7.

Boundaries—St. Louis City and County.

The St. Louis Chamber of Commerce led in the movement to place before the voters the proposal involving the preliminary steps by which St. Louis and St. Louis county through a Board of Freeholders representing both city and county, may arrive at an agreement for merging city and county into one political and civic unit. It directed the circulation of the

initiative petitions to place before the voters the proposition voted on November 4, and now is assisting in the remainder of work necessary for fruition.

This work was done by the Metropolitan Committee of St. Louis City and County, of which F. W. A. Vesper, ex-President of the Chamber is Chairman, and H. M. Hess, a Director, is Vice-Chairman. It enlisted the aid of dozens of other organizations, got the Amendment officially endorsed by both party Conventions at Jefferson City and by the Missouri Press Association, and raised a fund of over \$50,000 for getting the necessary signatures and for informing the state voters of the facts. 15,000 of this total fund was contributed by the City of St. Louis, and the Chamber contributed about \$4,000 in addition to the work done by its office force. The Amendment carried by 100,000 majority, and the way is now open for the voters of the City and the County

to decide the question for themselves. But much work remains to be done on this phase of the question, and the Chamber's Metropolitan Committee will "Stay on the job" and see it through.

Proposition No. 9.

The Northeast Bridge Approach.

When the municipal bond issue of \$87,000,000 was proposed the Chamber of Commerce conducted a vigorous campaign in its behalf. The bond issue provided for a Northeast approach to the Municipal bridge to cost approximately \$1,500,000. Since then experts have found that many times that amount would be needed for the construction of an approach and the condemnation of land. The Board of Aldermen rescinded its former action and ordered cessation of the condemnation proceedings in connection with the approach. The action of the board in dismissing the suits was then referred, at the instance and upon the representations of advocates of the Northeast approach, to a vote of the people of St. Louis. Upon that proposal the Chamber of Commerce, acting in the interests of the tax payers of St. Louis, took a definite position and recommended the dismissal of the suits.

In its circulars, advertisements, and by radio, the Chamber used the following language in its appeal to the voters to vote "Yes":

(Continued on page 26)

W. Palmer Clarkson Re-Elected President Of Chamber For Coming Year

***Vice-Presidents Wilkinson, Meyer and Brown
Also Named for Another Term—Election of All
Officers and Ten New Directors Unanimous***

W PALMER CLARKSON, head of the Pioneer Cooperage Company, has been unanimously re-elected president of the St. Louis Chamber of Commerce. Others re-elected are: Melville L. Wilkinson, president of Scruggs-Vandervoort-Barney Dry Goods Company; Carl F. G. Meyer, president of the Meyer Brothers Drug Company, and Baxter L. Brown, civil engineer, first, second and third vice-presidents respectively.

Ten members elected to the Board of Directors are: Morton J. May, president of May Department Stores Company; W. L. Wimmer, president of Wimmer Constructing Company; L. W. Baldwin, president of Missouri Pacific Railroad Company; W. H. Elliott, president of Elliott Frog Switch Company; J. H. Farish, president of J. H. Farish & Co.; Howard V. Stephens, president of Johnson Stephens & Shinkle Shoe Company; Irvin Bettmann, president of Bettmann-Kleinhauser Clothing Company; Julius Seidel, president of Julius Seidel Lumber Company; William R. Compton, president of the American Trust Company, and L. A. Valier, vice-president of Valier & Spies Milling Company.

The above directors take the places of the following members, whose terms have expired: L. Guy Blackmer, Henry A. Boeckeler, George F. Powell, Walter L. Rathmann, John F. Shepley, R. Vernon Clark, J. Henry Conrades, Louis Denning, D. H. Kremer, Paul J. Wielandy.

During the past year the Chamber of Commerce has carried out a notable program of civic and industrial progress, new industries having been brought to the city and a great deal of effort made to make living conditions in St. Louis better.

During the year a committee for the abatement of smoke was appointed by this organization, and while, of course, much remains to be accomplished yet, the preliminary steps necessary to bring about a general eradication of the smoke evil have been completed.

Commenting on his election to a second term, President Clarkson expressed his gratification, although he declared he had hoped someone else would be chosen.

President Clarkson said the primary reason he considered serving again as President of the Chamber was because of the technical information and knowledge he had gained, particularly as a member of the Citizens' Supervisory Committee and as a member of the Terminal Engineers' Committee.

He pointed out that the scope of additional information concerning these projects, which he had gained, would be of incalculable benefit to his work during the coming year for another term as head of the Chamber of Commerce.

"There have been unusual opportunities for service on the part of the Chamber during the past year," he said. "Among the recent outstanding accomplishments of this organization is the highly effective work to bring about an intelligent vote on various proposals voted on November 4, so that they would

go one way or the other for the benefit of our citizenry. On all of the important amendments, on which the Chamber of Commerce took an attitude, the vote went the way the chamber recommended it, and doubtless this was so because of the work that the chamber and other organizations did in telling the voters what the effect of the various measures would be.

"I only mention this particular piece of work because it demonstrates very forcibly the many ways in which the Chamber of Commerce is called upon to function.

"This organization not only does what it can to increase the volume of business for the St. Louis market and to bring new industries to St. Louis, but it also counts as an important piece of its work the happiness and contentment of the people of its territory, striving constantly to make our living conditions better.

"During the coming year the Chamber of Commerce has for enactment a program of development and expansion for St. Louis generally, which is of vital importance to this city's growth and prosperity. We shall continue taking a definite part in bringing about enlargement of the city's limits. We shall continue, of course, the work being done to bring new industries to St. Louis, and we have every hope that the vital matter of rearranging our great railroad terminal system will be brought to a

Chamber Election Gratifying

THE Chamber of Commerce takes great pleasure in announcing to its membership the men who will guide the affairs of this organization during the coming year. All of them are men of high standing and each of them has given unstintingly of his time and energy in some form of public service of benefit to our community.

It is safe to say that, under the leadership of such men, the affairs not only of the Chamber but of the city generally will be given additional impetus and this organization counts itself fortunate at having at its head, these outstanding citizens.

successful conclusion.

"All of the departments of the chamber are functioning on a highly effective basis and this same standard of operation will be maintained throughout the year."

The officers and new directors were nominated by a Nominating Committee of which Walter B. Weisenburger was chairman. Other members of the committee were: Sidney I. Rothschild, A. P. Greensfelder, H. M. Pflager, Louis S. Haslam, O. J. McCawley, F. G. Jonah.

The Nominating Committee was elected by the Board of Directors of the Chamber, October 15, and sessions of the Committee were held in Room 715, Chamber of Commerce Building, daily until October 22.

Announcements were made to the membership, through circular letters and articles in newspapers, that suggestions from the membership, as to members most suitable for nomination, would be welcomed by the committee, and that if in addition to suggestions any ten active members desired that the name of a selected candidate should appear on the ballot (whether selected by the committee, or not), they might file a petition, duly signed, not later than noon, October 22.

Members of the Chamber were advised also of another section of the By-laws which provides that after the names of candidates were published, after October 22, other names could be added to the ballot up to noon, Tuesday, October 28, on petition duly signed by fifty active members.

Survey Shows High Percentage of War Veterans Trained by Government, Employed

Wages of Men in St. Louis District, Comprising States, Missouri, Kansas, Iowa and Nebraska, Average \$236 a Year More Than They Earned Prior to Rehabilitation

FOR the past five years the United States government has been re-educating its sick and wounded from the World War. The peak of the work is past. It is now time for the Veterans' Bureau, under whose direction this work has been carried on, to answer the question, "How successful has been the work of training disabled veterans?"

In order to secure a definite and accurate answer, a survey has been made of 3000 veterans in District No. 9, which has headquarters in St. Louis and includes the states of Missouri, Kansas, Iowa, and Nebraska. These 3000 men were not selected cases, but were taken haphazard. The survey was made from first hand information gotten from the trainees themselves. Members of the Bureau staff, on their regular visits, called upon the veterans who had finished their training and been reestablished, and from them secured the statements which were recorded on a specially prepared form. Then the trainee was asked to read and sign the statements. Very few failed to sign—a good indication that the survey reflects real conditions.

If the veteran needed medical assistance, more compensation, further training, or a new job, it was taken care of by the nearest sub-office. When all possible service had been given the veteran by his home office the report was forwarded to the district office in St. Louis. Here the information was consolidated into the figures which tell the true story.

The statistics thus compiled show that 2600, or 87 per cent, of the 3000 veterans surveyed were satisfactorily employed. Of the unemployed trainees, 34 per cent simply could not locate a job. The Employment section of the Veterans' Bureau, through the cooperation of the Chambers of Commerce, has greatly relieved this condition. Doubtless some of the ex-soldiers had been permitted to go out on their own too soon. Even experience did not bring them up to the necessary standard of employability. Instances thus discovered of insufficient training totaled 17, which was 4 per cent of the unemployed group and six-tenths or 1 per cent of the whole 3000 men.

Next in interest to the question of how many rehabilitated veterans are gainfully employed is the query; What kind of work have they chosen?

The recent survey of 3000 men in District No. 9 shows that 51 per cent of them have been trained in the trades and are now in industrial pursuits. Of the men who received trade and industrial training 86 per cent were employed at the time of the survey. The commercial group, which includes 26 per cent of the 3000 trainees, also showed an employment of 86 per cent.

Inadequate education, in the days before they entered the army, barred many veterans from training in the professions, which otherwise would have attracted many more than 12 per cent who became doctors, lawyers, dentists, teachers or

engineers, or who with the aid of the Veterans' Bureau entered professional work. It should be noted that nine-tenths of the professional trainees were found to be employed.

Evidently, agriculture also is a profitable field. The agricultural group comprises only about one-tenth of the total number surveyed, but in that group 89 per cent were found to be employed, and more than half were in business for themselves.

The fact that one-fourth of the 3000 men surveyed are in business for themselves was one of the surprising things brought out by the survey. Of course, the agricultural and professional men show a larger percentage. Among the industrial group 21 per cent are conducting their own shops. In commercial pursuits, employment by others is evidently more desirable, for only 12 per cent of this group have entered business for themselves.

It is true that wages generally have risen since the United States entered the war, yet satisfaction was felt at the headquarters of District No. 9 when the survey statistics showed that the average wage of the 3000 men was \$236 a year higher than the average pre-war wage of the same 3000 men. This figure is for the whole 3000 and includes the unemployed.

The survey also showed that 67 per cent of the veterans still

have disabilities of compensable degree and draw an average compensation of \$279 yearly.

Interspersed with the dry statistics of the survey are many individual cases which read like fiction. There is the ex-blacksmith who completed 8 years schooling in 42 months and became a school superintendent. Then there is the barber who became a commercial artist and won highest honors in a school of 500. These are exceptional as well as interesting cases. It was found that nearly one-third of the veterans capitalized their pre-war vocation.

Of course, the very nature of some disabilities made this impossible. A related subject was often chosen. Some ex-farmers became college graduates and teach agricultural subjects in schools. What one man had learned, as he worked around a grain elevator, helped the Veterans' Bureau to make him a grain buyer. Many disabled soldiers are now selling the products which they formerly made.

It was found, through the survey, that the average length of training was 23 months. The fact that four-fifths of the veterans completed the line of training in which they started was also brought out by the survey, and that less than one man in a hundred needed to try more than three vocations. It is evident that these veterans have no kinship with that mythical being, "the unstable ex-service man", and it is a keen pleasure to report that the efforts made in the past by the St. Louis Chamber of Commerce to assist the United States Veterans' Bureau in finding jobs for some of their Vocational

(Continued on Page 14)

Veterans Make Good in Careers

THE Chamber of Commerce, from time to time, has urged employers to give consideration to government-trained veterans of the World War in choosing their workers, and it is gratifying indeed to this organization to note the splendid progress these men, who suffered some illness or were wounded in service, are making. In the accompanying article, a list of men now available for work in various lines of employment, is given.

Members of the Chamber are invited to call James P. Cahill at Grand 6800 to make appointments with any of the men listed for interviews.

Dave and Ralph Visit St. Louis Zoo

"Conditions Moving Rapidly Toward Normalcy," Say Artist and Writer Who Have Produced Several Travelogues on Live Behind the Scenes of the Business World

By Ralph E. Mooney

Cartoons by Dave Leavitt

THIS is Dave and Ralph's reaction to a visit to the St. Louis Zoo made in company with members of the Advertising Club as guests of Nelson Cunliff, Director of Public Welfare and Fred H. Pape, Park Commissioner.

Having been urgently solicited to issue a statement dealing with my discoveries during a recent expedition to the interior of the St. Louis Zoo and having agreed to make such a statement for *Greater St. Louis*—while representatives of other publications gnashed their teeth in jealous rage—I now wish to warn all readers that my statement follows and I will not be responsible for anything that happens if you read beyond this point.

It is only fair to state, however, that it



Dave and Ralph remark that the lions are both fierce and aggressive and apt to be a menace to any League of Nations or World Court schemes for the promotion of perpetual peace.



Some of the inhabitants are so progressive they are open to intensified selling by life insurance agents.

tion. We traveled in every department and cantonment of its vast territory, including the occupied area, and having done so our first impulse is to advise the general public to leave off worrying over zoo affairs.

Conditions there are rapidly moving toward normalcy.

We feel that there has been too much talk of restoring the zoo to pre-war conditions and too much talk of canceling debts and interfering in the affairs of the inhabitants. What

the folks in the zoo want is to be let alone. They are amply able to take care of themselves.

We venture to assert with no fear of contradiction that the zoo is coming back strong and that it will pay all its debts and be on a permanently prosperous basis by 1940.

Now, I will explain how we dug up the



Polar Bear working up an import business for his community.

facts which led us to these conclusions.

We entered the zoo territory as members of a commission or deputation from the Advertising Club of St. Louis which was organized under direction of Nelson Cunliff, as a "Behind the Scenes" tour.

"What is a 'Behind the Scenes' tour?" you ask. Answer: it is a tour behind the scenes made by an Advertising Club in search of knowledge.

ers, heads and keepers thereof.

An advertising man can accumulate a great deal of learning in this way. Learning that would not be useful to people outside the profession but which an advertising man sits up nights and gloats over.

On this expedition Mr. Cunliff and Fred H. Pape, Park Commissioner, gamely attempted to educate us. They assembled us, for the last dash, at a camp just above the timber line and pinned tags on us to prevent our becoming confused with the zoo exhibits.

Then they led us straight into the interior. Through a narrow passage behind the bear-pits—with cages along one side with bears looking out of them and people along the other side, looking at the bears. We even entered one of the pits, from which all bears had been removed for the time being—to prevent their leaping into the moats and committing suicide at having to entertain a group of advertising men.



The inhabitants of the bird cage find it easy to make a living.



Some of the members of the Advertising Club expedition traveled part of the way on elephants. The hardships of exploration are plainly indicated in this picture.

This was a very conspicuous proceeding. We stood in the full light of day in a pit that was consecrated to bears. Such members of the public as were on hand were greatly pleased with the proceeding, however, and immediately pretended to throw us peanuts.

From the bear-pits we went deeper into the zoo country and finally came to the hospital room where wounded and sick animals are treated and where monkeys and other tropical beasts are acclimated.

Upon the occasion of our visit there was no one in the zoo hospital but an alligator who had, apparently, cracked the sur-

(Continued on Page 29)

Business Going Ahead on Solid Foundation, Archer Wall Douglas Writes

***Railroads Operating on Highly Efficient Basis,
With Missouri-Pacific Having Broken All
Previous Records in Cars Handled, Last Month***

By Archer Wall Douglas

TO THE beauty and charm of a long drawn out Indian Summer there is added the incalculable benefit of its warmth and dryness upon all the crops in the Mississippi Valley. Cotton has matured, opened, and is being picked until each Government estimate adds new figures to its prospective yield. Corn has dried out until it is beyond the danger of frost and much that was thought to be lost is now reckoned as good merchantable grain.

Kansas is especially fortunate in this respect, and has a great harvest of high-grade corn, and the problem of her farmers is whether to sell at good prices to a waiting market, or to feed to low priced cattle and dispose of on the hoof in those coming days when livestock brings more money.

Also Kansas has all manner of feed, kafir corn, alfalfa, prairie hay, and likewise some 7,000 tons of broom corn for which there is a ready cash market. Then there is a larger yield of apples and pears than last year, though we do not think of Kansas as a fruit raising state. Yet only a generation ago, this progressive and intelligent commonwealth was in sore straits, until the legend is that the farmers' wives advised their husbands "to raise more hell and less corn" as the only solution of an apparently hopeless economic and agricultural situation.

Oklahoma is also telling the world how much better off she is than a year ago, with twice as much cotton and corn and both at higher selling prices. Like Kansas, she has several side lines; grain, sorghums, cattle feed, broom corn and fruit.

The Indian Summer weather also brought forward the rice crop in Texas, Louisiana and Arkansas when it threatened to be a much smaller yield than twelve months ago. It will be about the same and commands a good price.

If Louisiana has a poor crop of sugar cane, Colorado and Nebraska have good yields of sugar beets and at remunerative figures. Texas is the most favored of all the 48 states with two successive years of great crops, notably cotton, with the farmers of the state even with the world on financial matters, and with more spending money than for a very long time. Only the cattle men are not out of the woods yet, but still hopeful because of higher prices for livestock being apparently in sight.

The story of the Central South is largely a one-act drama with cotton occupying the entire stage and making up for the shortage in other crops by the size of its yield and the prices it commands. There are many alleviations, however, in farm products of minor nature that help to furnish food for man and beast and have cash value besides. Such things as sweet potatoes, syrup, soy beans, a long array of fruits and vegetables, and the ever present and ever growing dairy and poultry industries.

There is also a steadily increasing industrial life often in a modest way with shoe factories, lumber mills, mills making some of the many varieties of cotton cloths. There is a notable lack of the poor spots of last year where crops were not, and where business was equally lacking. Agricultural yields are spread more evenly over the entire section, as is industrial activity.

So in the Central West, agricultural matters are much improved because of that same Indian Summer. There is more corn than seemed possible on September 1, more fruit, and more garden truck. Everywhere throughout the Winter wheat Belt the fall sown wheat is up and in the best of condition despite the dry fall.

Corn is being gathered and husked in the southern portions, and cut for silos further north. In the great cities there is less unemployment as business gathers slow headway, and factory production grows. Building and construction have taken advantage of the mild and open fall and show but slight decline from summer activity. The near approach of winter has given some impulse to enlarged output of the coal mines, with the non-union mines getting most of the gain.

One reason ascribed for the lack of larger output of the coal mines is the efficient transport provided by the railroads of which the report says that "in the majority of cases the service is almost perfect". There is no need of storing up coal in advance

when it can be quickly mined and equally promptly transported to its destination.

The railroads of the country, in fact, are furnishing an example of an efficient and intelligent conduct of a complicated business that the rest of the country can well afford to study, and possibly learn from.

As the transportation interests can not very well cut rates to get business they have left only the inducement of service which they are furnishing to an extent and nature never before known in this country.

All records were broken in the week ending October 25, with freight car loadings of 1,112,345 cars. This great increase in business was accompanied with economy of operation, but not of that shortsighted nature that interferes with efficient service. This is well illustrated in a case near home, that of the Missouri Pacific railroad, which broke all their previous records in October by handling 158,274 cars of revenue freight in October, or 9.5 more than in September and with even greater dispatch and efficiency.

The results achieved by the Missouri Pacific are due to a compelling cause which lies at the root of the success of the modern railroad; nothing less in fact than a dominant personality which impresses his own spirit of service and loyalty upon each member of the host of employees.

Moreover the railroads are making this policy pay as is

(Continued on Page 28)

Prosperity in Most Sections

MR. DOUGLAS, in the accompanying article, sounds a note of optimism which is a reflection of the progress business has made the last few months. It is pointed out by him that things generally now are on a solid foundation, and that the present tendency is fairly certain to continue. Mr. Douglas has ascertained, through his study of conditions, that in the larger cities there is less unemployment and that factory production is growing, with building and construction showing but slight decline from summer activity, due to the mild and open fall.

With the agricultural outlook unusually bright, in addition, there need be no fear at this time of anything to mar the present outlook.

Retail Selling Ideas and Inspirational Items that May Prove of Value

New Display Methods, General Sales Helps and Guiding Lights for Successful Careers Written Especially for Readers of "Greater St. Louis"

The Overdue Train

When it comes to a collection letter, the difficult thing is to write something which combines a jolt for the recipient with something that will not give him real and serious cause for offense. He must be given to see that you are in earnest and yet he must not be furnished cause for being "sore". A retailer whom we know of was formerly a conductor on a railroad. Many of his friends and customers know this. But the letter which he has used with great success in making collections by mail would be of great value to any retailer just the same. His letter is as follows: "Dear Sir: An account is something like a train—they are both late at times. We are sending this letter to you because your account with us is a little overdue, and we're asking you—just as you would ask the station master about a train that is late—'What time do you guess she'll roll in?' How about making out your check and saying: 'Here she comes now?'" That is just about long enough for a letter. It has just about enough "jolly" in it to make the man feel well-disposed to you; and yet he cannot help see, all the time, that you are really not after that money. Try it out on your own business.



nate in having a War Department behind him wise enough to tell him to stop when he was on the crest of the wave and able to compel his obedience. You are interested in merchandising goods and are not as successful as you would wish to be. Do you realize that your failures of the past, for the very fact that they have been failures, have in them the potential ability to teach you to better fit you for successes in the future even than if they themselves had been successes. As Francis Bacon put it: "Prosperity is not without many fears and disasters; and adversity is not without comforts and hopes."

Bring a Friend and Divide

The success of the chain drug stores and others with their so-called one-cent sales (two of a product costing one cent more than the regular retail price of one) has been remarkable. A Pennsylvania retailer was perhaps inspired by these sales when he instituted his "Bring-a-Friend-and-Divide-Sale." This man happened to be in the clothing business. If one of his regular customers brings in a friend and they both order suits of the same value at the same time, he sells the two for only \$10 more than the regular cost of one. But the idea is applicable, with some variations, to almost any type of business. The essential part of it is that it brings a new customer into the store, introduced and sponsored by an old customer; and new customers are what every business needs. Under such circumstances, new customers approach the store's goods and services in the most favorable of attitudes. And they have much the same endorsement as a certified check, the friend whose good opinion is valued doing the certifying.



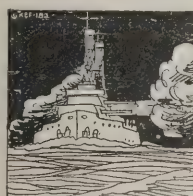
The Value of a Satisfied Customer



Realize what one satisfied customer is worth. The Retail Credit Men's National Association recently sent out questions on the subject to a large number of stores affiliated with it. One store reported that an investigation of 100 customer-accounts which were newly opened by it a year ago showed an average net profit six months later of \$5 each, which would indicate \$1000 net profit for the 100 for a year. One large store said that fifty new accounts, taken at random, indicated an average net purchase of \$117 for the year. A prominent speaker at a recent convention of the Interstate Merchants Council gave it as his opinion, after careful study, that the average customer on the books of a clothing store, for instance, represented a cash value of \$85. Get yourself in the habit of visualizing a definite amount of money, whether it be \$25 or \$100, flying out of your door with every disgruntled customer who goes away from you, never to return.

Building for Permanence

The Cathedral of St. John the Divine, in New York, is destined some day to be the crowning church edifice of this nation and several times the size of Westminster Abbey. Yet today, after thirty-one years of work and the expenditure of \$3,000,000, it is only one-third finished and it is not expected that it will be completed within the lifetime of any one now living in the city. Merchants often complain of the slowness of their progress toward success and accomplishment. They forget that the really biggest accomplishments require the longest time in the making. They prefer to point to men like Lieut. Osborne C. Wood, who is reputed to have made the better part of a million within a few months in the stock market. The lieutenant was fortun-



Consolidating the Advance

The commandant of the United States Marine Corps, Major General John A. Lejune, has expressed it as his opinion that the World War might easily have been brought to a conclusion as early as 1916 if the surprise attack upon the Turks at Gallipoli which was successful could have been followed up with a sufficiently large marine landing force to hold the strategic positions which the Turks deserted in their temporary panic. The incident and the situation, as he describes it, are similar to that which is very often met with in the world of selling, particularly of retailing. It is a fine enough thing to advance one's position by winning an opening skirmish in the war of merchandising, but it really is of little or no practical value unless one has the ability and resources to consolidate that advance and make it really and permanently our own. Otherwise it is largely wasted effort. Of what advantage may it be, for instance, to add a new department or a new line of merchandise and to make a reputation for carrying the latter, unless, indeed, one may be sure that the quality of that merchandise may be counted on to remain consistently high? And where may a better or more dependable guarantee of that quality be sought or found than in the fact that those goods are advertised by their makers, since the advertiser must of necessity always be building for permanency and for continuous repeat sales? Advertising can seldom be made to pay on the basis of single orders only.

All Lines of Business Experience Pleasing Volumes, Leaders Report to Chamber

Some Firms Taking Over Additional Space to Handle Increased Business—Agricultural Implement Firm Reports Good Volume of Orders for 1925 Delivery

George L. Thorpe, Office Manager, Chevrolet Motor Company: "Business at the present time looks very promising, especially the closed car business, and we are looking forward to a very profitable fall selling season."

P. S. Child, President, A. J. Child & Sons: "Business with us has improved very materially since July and August. In fact, at the present time, we are doing all we can comfortably handle and have recently added one new five-story building, giving us in all sixteen large floors for warehouses, etc. We look for a good spring trade, a considerable improvement over last year and are figuring accordingly, having enlarged our offices, sales force, etc."

J. W. Wright, President, Colcord-Wright Machinery & Supply Company: "We have noted a tendency toward improvement in the last sixty days, and are inclined to think that this will continue for the balance of the year. At no period during 1924 has our volume equaled 1923 for a like period. Nevertheless, considering general conditions, we do not feel that we have any cause for complaint on the results which 1924 will probably show."

A. H. Goette, Manager, P. F. Collier & Son: "We are doing a nice business and find conditions constantly growing improved. Our 1924 record will surpass that of 1923 by about 40 per cent."

Fred Meier, Manager, Collins Plow Company: "Judging by the liberal orders that country merchants are placing for 1925 delivery conditions must be improving. Our volume for this fall trade has been more than double to what it was in 1923. The bank failures in certain parts of this territory have had a bad effect on collections, but as a rule collections have been better than they have been for three years, and we cannot help but believe that for 1925 there will be a good implement business, as the farmers are getting good prices and there will be a much bigger acreage of wheat put in than there has been for two years."

E. H. Steedman, President, Curtis & Co. Mfg. Company: "Our present business conditions are improving. Our 1924 volume is considerably in excess of that of 1923. In our own particular line, we would anticipate that our business would keep up for 1924."

H. A. Vanderslice, Manager, Joseph Dixon Crucible Company: "Retail price adjustment will have much to do with the shaping of future conditions and while present indications point toward improvement in the market, buying on the part of retailers is very conservative. Future shipments

are almost an unknown quantity and orders are restricted to immediate needs."

Arthur Bell, Manager, Dodge & Olcott: "We note a slight improvement in general conditions and believe the future will result in better business being done throughout the nation. Our 1924 volume has equalled that of 1923."

W. G. Drosten, Drosten Jewelry Company: "An optimistic atmosphere prevails but has not shown up in our particular line of business. We do not look forward to unusual prosperity within the near future but believe the yearly average in trade will about equal that of 1923."

W. E. Pratt, Manager, E. I. Du Pont De Nemours & Company: "Conditions in the explosive industry have improved considerably in the last thirty days. We contribute this to two reasons. One is better weather conditions enabling the users of explosives to operate and the other is the slightly increased operation of coal mines in the Southern Illinois field. The volume of business we are enjoying this fall as compared with last fall is increased almost 50 per cent. The outlook in our line for the remainder of the year indicates that we can expect at least a 25 per cent increase over the last six months of 1923."

Frank A. Hunter, East Side Packing Company: "Business with us has shown a ten per cent increase over 1923 and sales are brisk at this time. General business improvement is reflected in orders and the future promises fair."

James M. Lindsley, Eberson-Lindsley Paint Company: "Conditions generally are becoming improved and we anticipate a normal average for the remainder of the year. Our sales for 1924 will surpass those of 1923."

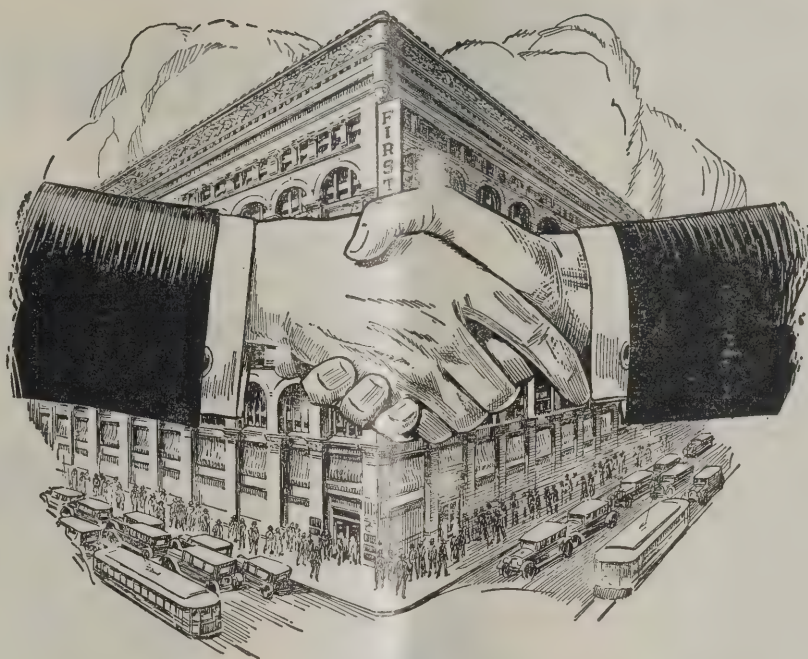
Arthur A. Eddy, Eddy & Eddy Mfg. Company: "We find business conditions good and have steadily kept ahead of our 1923 average."

H. I. Finch, President, The Emerson Electric Mfg. Company: "We have noted no improvement in our general business condition up to the present time. Our 1924 fall volume is appreciably less than 1923. In our line of manufacture of small electric motors, it is our opinion that the situation up to December 31 will be about the same as it is at present."

W. C. Fabine, Manager, Firestone Tire & Rubber Company: "Sales during July, August and September were equal to previous eight months' business. Our 1924 fall volume

(Continued on Page 24)





“A Real Partner in Business—

“That is how I feel about a First National Bank officer with whom I deal,” said a prominent St. Louisan.

First National service is planned so as to enable its officers, personally, to co-operate with customers in the handling of their business problems. Their success in business and our success in banking is the net result of consistent co-operation.

This big institution is more than just a safe place to keep money. It serves its ever-increasing number of depositors as a business partner, counselor and friend.

The many advantages of First National service are yours for the asking. We invite you to discuss your banking needs with us.

FIRST NATIONAL BANK



Broadway - Locust - Olive

LARGEST IN SIZE AND IN SERVICE

Most War Veterans Employed

(Continued from Page 8)

Training graduates has met with direct success.

At the request of the Secretary of the Chamber, the Veterans' Bureau has furnished us with a list of 31 graduates who are now waiting for jobs, and who are ready to jump in and show our business men that they are sincerely desirous of acquitting themselves creditably in the commercial world.

The Government has done everything it could to train these men, and we are now giving the list to our members in the hope that every one of these men will be sent for by some firm, in order to be put to work. The Government, you understand, can go no further, and it is now up to the business interests of the country to complete the job, and give the men a chance to become self-supporting.

You are requested to telephone James P. Cahill, Chouteau Trust Building, Telephone Number Grand 6800, and ask him to send you over for an interview one or more of these men, if you think you can use them. In case the men should not fit into your plan, there will be no embarrassment if you send him back to Mr. Cahill, and he will then try to send you another man, if you wish him to do so. Please send for him yourself, or else ask your Employment Manager to send for him, and, if at all possible, please give him a chance at the job.

The list of those now ready and anxious for work is as follows:—

4 Accountants:

Jay V. Bromeling LaVerne Crail
Gordon McNelly Sterling Walsh

1 Burroughs Bookkeeper (Banking):

Eli H. Batson

1 Commercial Artist

Richard Samuels

2 Lawyers:

Leo J. Masterson Roy E. Gardner

1 Acetylene Welder:

T. W. Bressert

4 Bushelmen:

Lloyd A. Phillips Edward Hill (Colored)
Nugent Fullington (Col.) Oliver C. Staltsworth

1 Cook:

Livarani Angelo

1 Florist:

Alvin Bernhardt

3 Bookkeepers:

J. J. Dunn Chas. L. Campbell
Howard McCarthy

1 Stock Clerk:

Louis Bohrman

2 Embalmers:

Oscar H. Horrell Robt. L. Spohr

1 Pharmacist:

Walter N. Roberts

1 Building Estimator—Carpenter:

John Knussman

4 Chauffeur—Mechanics:

Roy Troutner Sidney Carlson (Col.)
Fronzo Powers (Col.) Earl A. Townsend

1 Dental Mechanic:

Elonzo Leonard

1 Jewelry Engraver:

George Dunlap

2 Machinists:

John Harbula Carl Simpson

Do you ever need exact duplicates or perfect copies of any kind of

Documents, Letters, Maps, or Blue Prints?

TRY

PHOTOSTATS

MADE BY

ST. LOUIS PHOTO PRINT CO.

406-7-8 Times Bldg.

OLIVE 2938



Our ads in the

Globe-Democrat

Undoubtedly you have read our advertisements in the Globe-Democrat. They appear regularly, telling about our Loss Prevention Engineering Service and emphasizing the fact that we sell every form of insurance and fidelity or surety bonds. Our plan both prevents and pays for loss. Use our facilities—call our *new number*—

Main 5550 Main.

Lawton-Byrne-Bruner

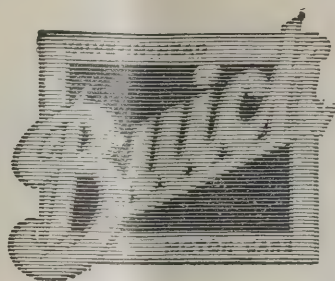
Insurance
Underwriters



Insurance
Engineers

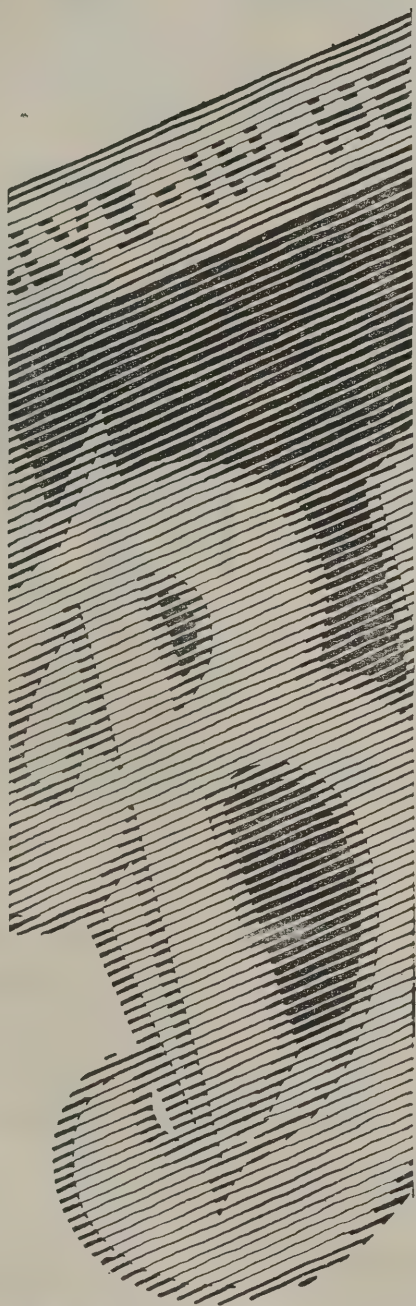
Pierce Building

Insurance against practically every loss that can happen to persons or property



One hundred thousand miles of test for proposed changes in Buick design are considered the minimum by Buick engineers.

Not until it is right, do you find it on Buick.



West Side Buick Auto Co.
5023 Delmar Boul.

South Side Buick Auto Co.
3456 S. Grand Boul.

Vesper-Buick Auto Co., Lindell at Grand



Jakes-Buick Auto Co.
Kirkwood, Mo.

Kuhs-Buick Auto Co.
2837 N. Grand Boul.

Schnure Motor Company
2938-50 Olive Street

E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

Carondelet-Buick Auto Co.
8109 Ivory Avenue

East Side Buick Company
326 N. 10th St., East St. Louis, Ill.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Junior Chamber Speakers' Bureau Active During Year

THE Junior Chamber of Commerce Speakers' Bureau, which is composed of approximately twenty-five graduate members of the organization's class in Public Speaking, has been active in practically all big civic projects on which there have been specialized talks made during the past few months, it is pointed out in a resume of activities, just compiled.

In the Get Out the Vote Campaign which started previous to the August primaries, members of this Speakers' Bureau addressed employees of industrial firms including the Scullin Steel Company, and St. Louis Tin and Sheet Metal Works, where as many as three or four hundred at a time were assembled, and many others. After the primaries, the Speakers' Bureau was called upon to address various civic organizations, business improvement associations, clubs and churches, in making the registration in September show as high a percentage as possible. After registration they continued their activity in cooperation with the League of Women Voters and again reached the public through meetings, etc., laying stress on the necessity of going to the polls on November 4th and exercising their rights of citizenship. The wind-up of these talks was a radio address over Station W. C. K. by one of the bureau members.

The Division was called upon to talk on Amendment No. 5 dealing with Good Roads in Missouri. The speakers addressed the Carondelet Women's Club, Child's Conservation Conference, Colored Y. W. C. A., Wellston Chamber of Commerce, speaking to approximately 1200 people on this amendment alone. On the Enabling Act, commonly known as Amendment No. 7, the members appeared be-

fore the Hodgen School Patrons Alliance, Shenandoah School Patrons Alliance, and Laclede School Patrons Association, the Junior Advertising Club, St. Luke's Parishioners, together with their own organization, addressing approximately the same number as they did on Amendment No. 5.

When Fire Prevention Week came around, October 5th to 11th, the value of the Junior Chamber Speakers Bureau was recognized, and the full responsibility of placing speakers on Fire Prevention was turned over to them. They addressed all of the five high schools in St. Louis, together with a number of the civic organizations. The approximate number of people addressed in this work is 7,000.

Stamped and Enameled Ware Report Made

THE Department of Commerce announces that, according to the data collected at the biennial census of manufactures, 1923, the establishments engaged in stamping and enameling sheet-metal goods reported products valued at \$170,923,386, an increase of 69.9 per cent as compared with 1921, the last preceding census year. This industry embraces establishments engaged primarily in the manufacture of stamped or stamped and enameled articles, such as kitchen utensils, bottle caps, automobile tags, perforated screens for milling and mining, bag frames, railway-car seals, etc., made of sheet tin, copper, and zinc. It does not, however, include the manufacture of aluminum ware or of plumbing goods, such as bathtubs, lavatories, etc., nor the enameling, under contract, of goods owned by others.

The Baldwin Reproducing Piano



You can enjoy the playing of the Great Artists whenever you are in the mood.

This instrument re-creates the touch, style, and interpretation of great concert pianists with miraculous fidelity.

We have Reproducing Pianos in both up-rights and grands.

Come in and hear them.

The Baldwin Piano Company

1111 OLIVE STREET - ST. LOUIS

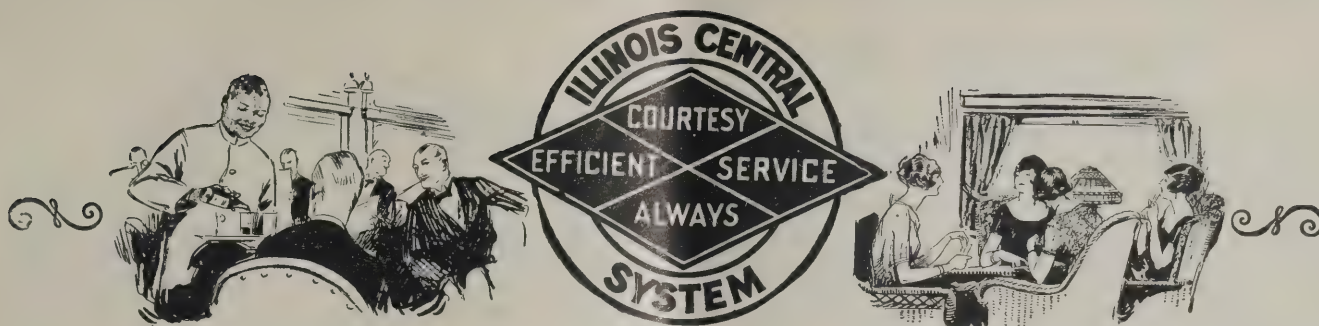
The WINKLE TERRA COTTA COMPANY Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.



The Road of Travel Luxury first to inaugurate **6½ hour Schedule** *St. Louis-Chicago*

The Illinois Central is the first Railroad to operate a regular train of the high character of the Daylight Special on a six and one-half hour schedule between St. Louis and Chicago.

The Daylight Special, renowned as the most luxurious day train between St. Louis and Chicago, and of battleship steel construction throughout, affords its patrons the added convenience of 1¼ hours faster time from and to St. Louis, providing convenient and dependable connections with fast Southwestern trains.

The New Schedule

Lv. St. Louis	12:15 p. m.
Lv. Springfield	2:39 p. m.
Ar. Clinton	3:37 p. m.
Ar. Kankakee	5:29 p. m.
Ar. Chicago	6:45 p. m.

Returning Leave Chicago 11:45 A. M.; Arrive Springfield 3:44 P. M.; Arrive St. Louis 6:15 P. M.

This is the train with the popular Library-Lounge, in which is provided a room 24 feet long exclusively for women's comfort where they may enjoy the freedom offered in their home or club; writing desk, tasty commodious chairs, sofa, chaise lounge in pleasing colors of tapestry and velour. Afternoon tea of course.

The Daylight Special continues to be the only day train between St. Louis and Chicago with men's Club-lounge for their exclusive use—long a distinctive feature of this train.

Observation and drawing-room parlor cars, din-

ing car in which the proverbial high-standard Illinois Central dining service is maintained, chair car and coaches equipped with fans are included in the consist of the Daylight Special. Additional all-steel day train is operated on the following schedule:

<i>Northbound</i>		<i>Southbound</i>	
Lv. St. Louis	9:00 a. m.	Lv. Chicago	9:00 a. m.
Lv. Spr'field	11:39 a. m.	Ar. Spr'gfield	2:00 p. m.
Ar. Chicago	4:35 p. m.	Ar. St. Louis	4:43 p. m.

Also serving intermediate points

Equipment includes parlor car, dining car, chair car and coaches.

For reservations, fares and Travel Luxury booklet, ask F. D. Miller, Ass't. Gen. Pass. Agent, 910 Planters Building, St. Louis (355XX)

Illinois Central

Most Luxurious Trains between St. Louis and Chicago

Proper Site Selection Important in Successful Retailing

EVEN sunlight and shadows have their influence on buyers and must be considered in selecting a location for certain kinds of retail establishments, according to the Domestic Commerce Division of the Department of Commerce in "Retail Store Location," the second pamphlet of a series under preparation to help the American retailer overcome his more difficult business problems.

Proper store location is one of the most vital problems of retailing and upon its solution depends in a large part the success of the venture, the Domestic Commerce Division says. A good location is frequently a store's best asset while a poor location may be the cause of failure even when sound merchandising policies are practiced.

The loss to society of the wasted effort and capital of the many men who fail in the retail business is a real economic problem and is worthy of much research for preventive measures. It is believed that the securing of the proper location for the store is one measure that will obviate many of the casualties. The chain stores have led in this respect, and their achievements that show the practicability of the application of the factors in store location to actual business endeavor.

Sunlight is both good and bad, the Division points out in summarizing some of the many factors having bearing on the selection of a proper business site. There is nearly always a favored side of the street. Women do most of their shopping in the hottest part of the day and are naturally inclined to seek the shady side. The heat, light, and bright glare affect and even ruin some displays, although in certain trades the sunny side may be preferred. An analysis of sales may show that the largest business in some goods is done in the winter months, during which time the traffic may follow the sunlight. The rent is usually cheaper on the sunny side.

In considering a community the number and class of wage earners and permanency of the industries should be analyzed. Some industries are intermittent, creating during boom times a false impression of continued prosperity. The male dominates some cities such as Bridgeport, Hartford, Worcester, and Akron, while other communities are predominantly feminine such as Haverhill, Lynn, Lowell and Fall River.

Competition, the number and size of present stores, their financial strength, character of stock and service offered are some of the questions which should be examined in considering the market or trade territory. It need not be thought, however, that because competitors show apathy and small sales that there are no potential sales. It has been found frequently when a new and thrifty merchant enters the retail field that not only his business is successful, but also that the business of his competitors increases.

Some stores opened on street car lines thrive while others do not. Street cars coming from one district will bring a different class of trade from that brought by cars coming from another district. Customers with automobiles may prefer to go to side streets to avoid the traffic and find parking space. Frequency of service and the fare of either street cars or bus lines have their effect.

Old tumble down structures, empty buildings, billboards, or other unattractive features often drive people to the other side of the street. Most women avoid smoke, noise, bad odors, or dust, and if one side of the street is more pleasant in any of these particulars, it will be preferred by pedestrians. Consequently, places near old successful stores may be of great value. Superstition also comes in, for locations noted for a number of failures become known as "hoodooed".

Analysis of the passing traffic with regard to types of goods purveyed is essential. The actual volume of traffic may be analyzed by the hours of the day. Large crowds of working people hurrying to and from factories at times of opening and closing are not good customers for some types of goods. The hours at which traffic is heaviest are important as indicating the purpose on which it is bent. Women are more important to department stores and men to cigar stores.

Drowsy and inefficient clerks are the usual result of poorly ventilated buildings, the pamphlet says in a paragraph devoted to store

buildings and construction. In another paragraph entitled "relation to consumers' buying habits", the pamphlet asserts that it is a well-recognized principle in marketing methods that all sound merchandising policies should start with a consideration of the consumer.

The pamphlet known as Trade Information Bulletin No. 269—Retail Store Location—may be obtained upon request to the Department of Commerce in Washington or upon application to any of the Department's offices in various cities. It was prepared under the direction of Laurence A. Hansen, formerly with the Boston Retail Trade board and later managing director of the Massachusetts Retail Merchants' Association. The data were gathered directly from prominent retailers all over the country, representing the co-ordinated opinions of the most progressive retail agencies and presenting an approach to the solution of a vital problem, according to A. H. Onthank, Chief of the Domestic Commerce Division.

Easy Money

The laws of supply and demand reflect themselves in the money market as in the markets of all other commodities.

The present low interest rates are due to the large supply of funds available for credit. But Credit will tighten and higher interest rates obtain as capital finds investments.

Money easily borrowed is usually hard to pay.

Right now, then, is the time to strengthen the financial structure of a business by building *NOW, for the future*, a strong capital position assuring low fixed interest rates and ample working funds.

The Banker is the all important factor in such a structure. His judgment, in times such as the present, is vital to the future welfare of any business. *That he may give sound financial counsel and advice he must have carefully prepared facts and figures.*

Some enterprises *may* succeed without the Banker's aid and influence, but business generally *knows* that this aid and influence is a helpful and sustaining force.

ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

BOATMEN'S BANK BUILDING, ST. LOUIS			
NEW YORK	CLEVELAND	DETROIT	MINNEAPOLIS
BUFFALO	CINCINNATI	GRAND RAPIDS	ST. PAUL
ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS
PHILADELPHIA	AKRON	ERIE	KANSAS CITY
BALTIMORE	CANTON	CHICAGO	OMAHA
RICHMOND	DAYTON	MILWAUKEE	DENVER
	LOUISVILLE	MEMPHIS	SAN FRANCISCO

TAX OFFICE: 910 to 918 MUNSEY BLDG., WASHINGTON, D. C.

The Globe-Democrat is
St. Louis' largest daily
--has been for years.

Let's get that straight.

It means just what it says:
the Globe-Democrat
has a larger daily circu-
lation than any other
St. Louis newspaper.
(Many thousands more
than the second daily).

No amount of equivo-
cation can contradict
the facts.

H. J. Pettengill Chosen to Head Muny Opera Association

THE Board of Directors of the Municipal Theater Association, at its annual meeting, elected H. J. Pettengill to succeed Mayor Henry W. Kiel as president of the association for the ensuing year. Previous to the meeting Mayor Kiel stated that under no circumstances would he be a candidate for re-election, as it was his desire to have the direction of the Municipal Opera placed in the hands of prominent business and professional men of the city. Mayor Kiel has been president of the Theater association since its organization six years ago, and has taken an active part in developing the yearly open-air opera season into an enterprise of international importance.

The Mayor, however, accepted a place on the Executive Productions Committee of the association, which formulates plans for the annual al fresco light opera cycle.

The Mayor's announcement was followed by a similar statement from Director of Public Welfare Cunliff, who said he was not a candidate for re-election as chairman of the Executive Productions Committee, an office he has held since the beginning of Municipal Opera in 1919.

Besides Pettengill, the directors of the Theater Association elected the following officers, to serve for one year: First vice-president, Morton May; second vice-president, F. W. A. Vesper; third vice-president, C. F. G. Meyer; treasurer, Walter Weisenburger, and secretary, Mona B. Crutcher.

For the Executive Productions Committee the directors chose Nelson Cunliff, Edward Hidden, M. E. Holderness, Henry W. Kiel, Max Koenigsberg, Thomas H. Lovelace, Fred W. Pape, Otto E. Rugg and Arthur Siegel. The president, treasurer and manager of the association, according to its by-laws, are ex officio members of this committee. David E. Russell is the manager.

The committee will meet shortly to elect its own officers.

Canned Milk Exports Show Big Increase

EXPORTS of American canned milk, which is now shipped to all parts of the world, showed a pronounced increase during the first half of 1924, according to a bulletin just published by the Foreign Commerce Department of the Chamber of Commerce of the United States. This dairy product now ranks as America's twenty-fifth leading export.

Exports of condensed, evaporated and powdered milk during the first half of 1924 were 20 per cent higher in value and 22 per cent greater in volume than during the corresponding six months of 1923. The United States shipped abroad 109,455,000 pounds of canned milk valued at \$12,157,000 from January to June of this year as against 89,838,000 pounds, valued at \$10,124,000 a year ago. The heaviest buyers are Cuba, Germany, Great Britain, Japan and the Philippines.

Cheese is the principal dairy product among American imports.

Steelcote Mfg. Co. Takes Larger Quarters

MOVEMENT of the Steelcote Mfg. Co. from the firm's old quarters at 700 North First street, to its modern paint plant, a \$150,000 structure, at Theresa avenue and Gratiot street, was completed last week, with but slight interruption in production, due to the installation of new equipment throughout the new plant. The move marked the concern's tenth anniversary.

The paint factory, which adjoins the Company's varnish plant, built almost two years ago, covers a tract 137x175 ft. and is served directly by a spur track of the Missouri-Pacific Railway, with a platform permitting the loading or unloading of four cars simultaneously.

This four-story and basement building is of fire-proof reinforced concrete construction throughout, and its ultra-modern equipment includes a complete gravity system for storage and handling of materials. It is probably the most up-to-date plant of its kind west of the Mississippi River, and will triple the company's production capacity. The building is so constructed that additional floors may be added, if necessary.

Organized but ten years ago, the Steelcote Manufacturing Co. has enjoyed a remarkable growth. This is the sixth expansion move to meet increasing demand for its products, which include paints, varnishes, enamels, stains, roofing cements, putty, etc.

Organizers and owners of the business are George E. and A. E. Niedt.

Committee Named to Plan Sales Conference

Chairman Swanzey of the Sales Managers' Bureau announces the appointment of the following committee to prepare a plan and fix the dates for the proposed two-days' Sales Conference of the Sales Managers' Bureau:

Arthur Sherwood, Chairman, Martin J. Wolf, O. B. Barrows, Robt. E. Lee, B. B. Cannon, John K. Broderick, Harry T. Bussmann, Chas. Abney, Phil A. Becker, Frank D. Beardslee, Geo. W. Reed, Carl B. Schlapp, Wm. Sample, T. W. Van Schoiack, E. W. Hughes, Carl Sommer and A. E. Schanuel.

COOPER-CARLTON HOTEL



The Cooper-Carlton is delightfully situated on the shore of Lake Michigan, overlooking East End Park (on Route 42). It is quiet and restful, away from the noise and congestion of the "Loop," yet only ten minutes by Illinois Central Suburban, or twenty minutes by motor from the business and shopping center of Chicago.

The Cooper-Carlton is surrounded by a thousand acres of public parks, and is conveniently located near fine beaches and well-maintained golf courses, where all sports, such as boating, bathing, golf, tennis, horse back riding, etc., may be enjoyed. The large, airy, comfortable rooms are luxuriously furnished.

Reasonable Rates

Single	3.00 per day and up.
Double	4.00 per day and up.
Suites	6.00 per day and up.

The dining room is unsurpassed—either a la carte, or table d'hôte—at very moderate prices.

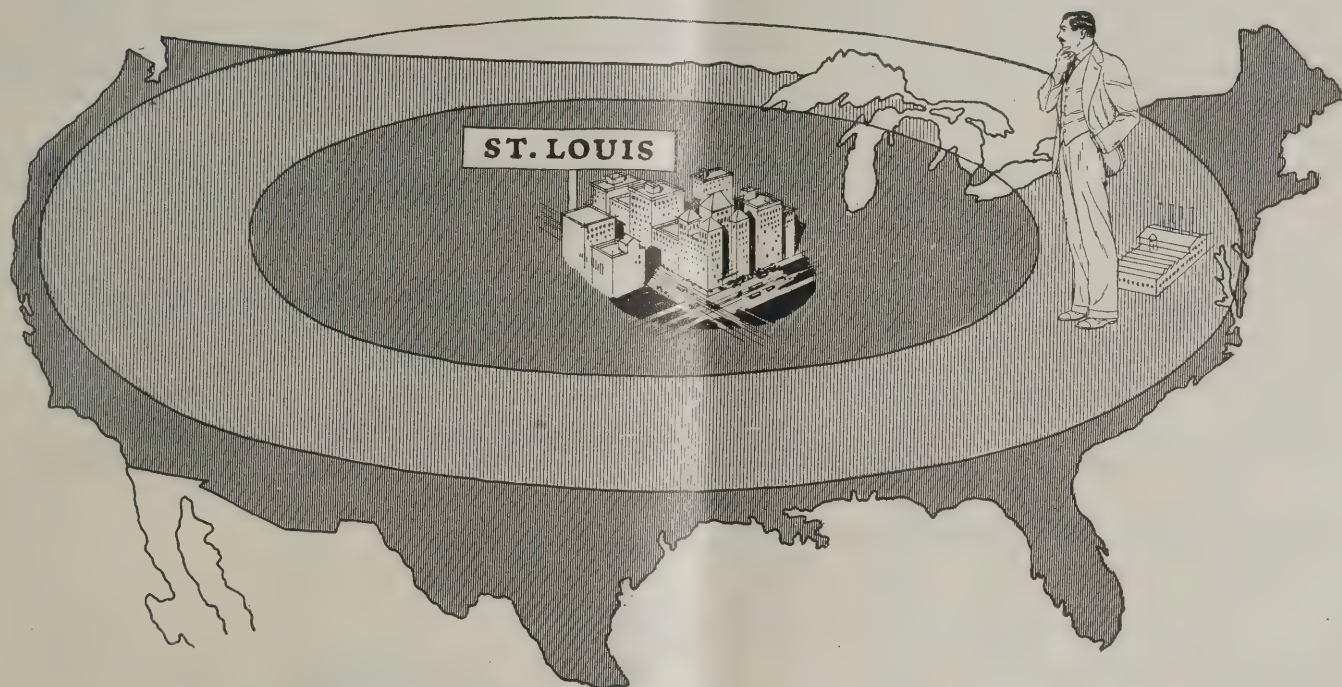
If you come by motor, Route 42 passes our door. If by train, get off at the 53rd St. Station of the Illinois Central, Michigan Central or Big Four—two short blocks away. If on the N. Y. Central, Penn., Rock Island or Nickel Plate, get off at the Englewood 63rd St. Station and taxi a short distance through the parks.

Chicago Motor Club Tourist Bureau in our Main Lobby.
Rates and Reservations guaranteed. Wire reservation at our expense.
FREE BOOKLET ON REQUEST

COOPER-CARLTON HOTEL
Hyde Park Boulevard at 53rd Street • Phone Hyde Park 9600
CHICAGO

Our own garage
but a block away

Are You The Man on the Rim?



IF YOUR factory is on the rim of your market instead of at the center you cannot take advantage of your greatest possibilities. You are not getting your full profit. Suppose you could pick up your entire plant and set it down in St. Louis. Your net profit would be increased.

Here's Why

In St. Louis you would be located at the center.

St. Louis reaches markets in all directions with a straight-line haul and direct service.

You would save long-haul freight costs to and from your plant.

Distribution is a matter of geography. Location at the center is a distinct advantage. St. Louis manufacturers **Ship From the Center—Not the Rim.**

Your fuel costs would be lowered.

Raw materials are available with a short haul, and are manufactured close to their source.

You would save time in assembling the materials, and save time in making deliveries.

"St. Louis as a Manufacturing Center" tells the story. This booklet is free. Send for it.

ST. LOUIS CHAMBER of COMMERCE
St. Louis, U.S.A.



World's Largest Coffee Grinder Placed Here

WHEN the coffee mill now in course of erection at the plant of the H&K Coffee Company is completed, St. Louis will have the largest coffee grinder ever constructed.

This mill, especially designed by the Nordyke-Marmon Company, famous automobile and machinery builders, has a capacity of one and a half tons of perfectly ground, purified product per hour, or in one day will furnish enough coffee for more than a million cups of the beverage.

Saint Louis has long been known as one of the greatest coffee roasting centers and through the installation of mammoth handling and grinding equipment, St. Louis is rapidly outstripping other coffee roasting cities.

Public Speaking Classes Opened

THE Public Speaking Classes of the Sales Managers' Bureau opened Friday evening, October 10, in Room 803, Chamber of Commerce Building, with an enrollment of 68. The interesting thing about the classes is that most of those enrolled are executives. This fact illustrates the growing desire of most folks for training in public speaking.

The classes are instructed by Harry Bussmann, Vice-President of the Bussmann Mfg. Company.

For the first four lectures students may attend either on Monday or Friday nights of each week, for the same lecture is given on both evenings.

Beginning with the fifth lecture, the 68 students enrolled will divide into at least three separate classes, for from then on each student will be expected to prepare speeches and deliver them before the class, following which they will be criticized.

The course consists of ten sessions.

Problems Luncheons Well Attended

THE Problems Course Luncheons conducted by the Sales Managers' Bureau during the past month have been not only interesting but highly diversified.

On October 17, Stanley L. Krebs, business counselor and sales adviser, addressed members on the subject "The Art of Selling".

On October 24, Felix Renick, Vice-President of the National Institute of New York City, spoke on "Visualization in Business". Illustrating his talk with a practical demonstration of one's ability to memorize not only faces but names, in a very short space of time, at the beginning of the meeting the name of every man who was sitting in the room, and his location at the table, was handed to Renick. These names were then cast aside and perhaps thirty minutes later, without a single mistake, Renick repeated the name of every man in the room.

On October 31, a Round Table discussion meeting was held. The subject of "How Much Time Should The Sales Manager Spend in His Territory" was discussed with B. B. Cannon, Regional Director of the Glidden Company and J. Harry Rabe, Sales Manager of Rice-Stix Dry Goods Company, as the two chief speakers. Following the addresses there was general discussion from the floor. This meeting has attracted the attention of several national magazines which are quoting parts of the addresses delivered.

On November 7, John De Wild, Merchandise Manager of Ely-Walker Dry Goods Company, spoke on "Moving Slow Selling Merchandise".

Sales Managers' Bureau Holds Opening Dinner Dance

The opening dinner-dance of the Sales Managers' Bureau was held at the Buckingham hotel, Wednesday evening, November 12. The entertainment program was furnished by the Wientge School of Dramatic Expression and the Hawaiian School of Music. The Wientge School of Dramatic Expression offered the following attractions: Roy Paul in Pianologues; Elsie Blase, Katharine Butler, Betty Phegley and Georgie Crider in Song Revue. The Hawaiian School of Music was represented by a trio consisting of Mr. and Mrs. Edward Ludwig and Edward Ludwig, Jr., which played several Hawaiian popular airs.

Following the entertainment program, Dean Wm. Scarlett, pastor of Christ Church Cathedral, spoke on "The Beauties of Grand Canyon". Following the address of the evening, there was dancing until 12 o'clock.

Institute in Social Hygiene Is Sponsored Here

The Saint Louis Medical Society, the Washington University Medical School, the Saint Louis University Medical School and twenty-eight other organizations are joining with the Missouri Social Hygiene Association in sponsoring an Institute in Social Hygiene that opens with a public meeting at the Church of the Unity Sunday night, November 30. Dr. Rachelle S. Yarros will be the speaker at the opening meeting.

Dr. George E. Vincent, President of the Rockefeller Foundation, will be the guest of honor and speaker at the second general session of the Institute, at the Gatesworth Hotel at dinner on Tuesday evening, December 2nd. Four study courses have been arranged for church workers, social workers, parents, and teachers.

"Mercantile Service"



Departments: Banking Bond Corporation Real Estate Loan
Real Estate Public Relations Safe Deposit Savings Trust



Faithful service to its trade territory, to the State, and to the Nation—that is the foundation on which St. Louis has built industrial prominence. Faithful service to the same territory, State and Nation, and to the citizens of St. Louis—that is the foundation on which the Mercantile Trust Company has built financial prominence.

Slowly, surely, since 1899, "Mercantile Service" has attracted patrons until today they number more than 106,000. The proof of good service is constant growth. We solicit new business from banks, trust companies and individuals on this record.

Mercantile Trust Company

Member Federal Reserve System Capital & Surplus Ten Million Dollars
EIGHTH AND LOCUST - TO ST. CHARLES

SAINT LOUIS

You Can't Go Wrong—

When You Purchase These

Brands of Standard Merchandise

Sterling Muslin Underwear

E. & W. Athletic Underwear

Big Buck Work Clothing

E. & W. Dress Shirts

Sunbeam House Dresses

Stan-Knox Luggage

Buster Boy Blouses

Topsy Hose

The next time you buy men's silk hose, ask for our No. 270. This is a full fashioned pure thread silk half-hose. Has high spliced heel and double sole. We recommend it highly for service and dress wear. Sizes 9½ to 11½. Comes in all the desirable shades. The retail price is \$1.00.

*"The Growth of Our Business Is Measured By
The Satisfaction of the Customers We Serve"*

ELY & WALKER  SAINT LOUIS
Wholesalers and Manufacturers

Business Continues to Show Improvement

(Continued from Page 12)

surpassed that of 1923. We anticipate that dealers' stocks are low and that buying of tires for winter delivery, payment in the spring, will exceed purchases on the same plan last year."

✽ ✽ ✽

Herbert H. Droste, Auditor, Jas. H. Forbes Tea & Coffee Company: "We have found general conditions very good. Our fall volume of trade far exceeded that of 1923 and the prospects for the remainder of the year are excellent. The chief commodities which we handle, namely, Coffee, Spices and Tea, are commanding prices which are higher than for some time in the past. This is especially true with regard to coffee and it appears that this item will remain on a high basis for some months."

✽ ✽ ✽

Joseph J. Yawitz, National Chair Company: "Business is improving and we have equalled our sales record of 1923, which was the biggest fall in our history. If politics cause no greater disturbance than so far experienced, I would say that business will show a gain in the balance of this year."

✽ ✽ ✽

Henry E. Pauk, President, H. Pauk & Sons Mfg. Company: "Business conditions generally show signs of improvement and the future promises well. We have done about the same volume of business this year as last."

✽ ✽ ✽

John B. Brunner, President, Peroxide Specialty Company: "Times are good and business is growing better every day. Our sales have greatly exceeded those of 1923 and we expect to enjoy continued prosperity."

✽ ✽ ✽

Ray E. Pickrel, President, Pickrel Walnut Company: "We have found business generally improving since the middle of August. During the month of August we sold 100,000 feet of

lumber more than we produced, and our production was an average increase of 15 per cent, monthly, over 1923. Our sales during the first nine months of this year, compared with the first nine months of 1923 amount to \$154,300 greater in 1924 than in 1923. The volume of business is still coming in and we see no reason for any let-up during the rest of the year, unless there is a radical change in our present government, which we hope will not be the case."

✽ ✽ ✽

Louis Rosen, President, Rosen-Reichardt Brokerage Company: "General improvement in conditions has been reflected in our transactions and we look for a good future. We have done as well this year as in 1923."

✽ ✽ ✽

Nathan Rosenthal, Vice-President, Rosenthal Paper Company: "We find general business conditions improving. Our 1924 Fall volume has equalled and surpassed that of 1923. Our forecast for the remainder of the year is a very big volume of business."

✽ ✽ ✽

W. H. Underwood, General Sales Manager, St. Louis Coke & Iron Company: "General business conditions as we see it showing gradual improvement. Our shipments during September 1924 ranged about 12% greater than September 1923, and I might add that September was the best month we enjoyed since January 1924."

✽ ✽ ✽

E. F. Bisbee, Vice-President, St. Louis National Stock Yards: "We are doing a good business. Of course this is a busy season with us with heavy cattle movements and a brisk demand among the trade. 1923 with us was an exceptionally large year and we cannot expect to reach its average this year, but the volume done has been highly satisfactory and

the future seems promising for continued prosperity."

✽ ✽ ✽

Charles S. Kerkaw, Manager, St. Louis News Company, Inc.: "Business conditions in our line commenced to improve during July and have been improving right along. Our merchandise business for the first six months about equalled the volume for the corresponding period of the previous year, since then we have noticed a decided 'going ahead', while the volume of our magazine and periodical business is considerably larger than during the same period of 1923. In my estimation the outlook for the rest of the year is decidedly good, retailer's stocks are low and must be replenished, while there seems to be a tendency to refrain from placing orders for large quantities the number of smaller orders makes up the volume."

✽ ✽ ✽

R. H. Leonhardt, Saxony Mills: "We are barely even with our 1923 record at this time but hope conditions will improve when cotton crop is moved. There is little evidence of improved conditions in our line."

✽ ✽ ✽

Frank H. Schleicher, Secretary, F. J. Schleicher Paper Box Company: "We have noted a small improvement in the Candy Box business since Aug. 1st. The summer weather usually slows down production of chocolates and the box business is quiet during the summer months. We have enjoyed approximately 15% greater volume of business this year than in 1923, and we look for continued requirements for the balance of 1924."

✽ ✽ ✽

W. H. Schlueter, President, Schlueter Mfg. Company: "We have passed our 1923 record this year, because during that time our plant was closed owing to strike, but even so our sales are not particularly brisk."

(Continued on Page 26)

Warren Harding said of Insurance:

Perhaps I shall best express my opinion of the value of life insurance when I tell you that I took out my first policy as a youth of nineteen and have been taking new policies ever since that time until four years ago. I have found them a pretty heavy burden upon my resources at times, particularly in my earlier years, but I have always found them to be very comforting possessions, and if I had my life to live over again, I would seek to take more rather than less.

WARREN G. HARDING

LIFE INSURANCE

Name	Company	Tel. Number
R. H. Calkins	Northwestern Mutual Life Ins. Co.	Central 3931
J. W. Estes, Mgr.	Aetna Life Ins. Co.	Olive 3305
F. W. Aufderheide	Mutual Benefit Life Insurance Co.	Main 933
Geo. E. Black	New York Life Insurance Company	Olive 3870
H. J. Black	Penn Mutual Life Insurance Co.	Olive 8311
A. E. Hanhardt	Phoenix Mutual Life Insurance Co.	Olive 4453
George Benham	Provident Mutual Life Insurance Co.	Main 1540
Edw. J. Burkley, Manager	Standard Life Insurance Co.	Olive 7720
Walter L. Michener	Columbian National Life Insurance Co.	Main 2533
J. R. Paisely	Massachusetts Mutual Life Insurance Co.	Olive 5585
Geo. L. Dyer	W. H. Markham & Company	Central 100
Warren C. Flynn	The Travelers Insurance Company of Hartford, Conn.	Central 200
Chas. H. Morrill	Berkshire Life Insurance Company	Olive 8944
Bonaparte True, Agent	Fidelity Mutual Life Insurance Company	Main 4252
Phil V. Brown	Equitable Life Assurance Co. Society	Main 944
J. M. Bloodworth, Mgr.	Missouri State Life Insurance Company	Central 1700
Marion A. Nelson	State Mutual Life of Mass.	Main 91
H. M. McPheeters		
Robert C. Newman		
John J. Kelly		

FIRE INSURANCE

J. B. Meehan	Integrity Mutual Fire Insurance Co.	Central 1841
George D. Markham	W. H. Markham & Company	Central 100
Charles H. Morrill	W. H. Markham & Company	Central 100

ACCIDENT INSURANCE

Albert H. Hitchings	W. H. Markham & Company	Central 100
Bonaparte True, Agent	The Travelers Insurance Company of Hartford, Conn.	Central 200
John D. Harned, District Mgr.	Monarch Accident Insurance Company	Olive 5566

AUTOMOBILE INSURANCE

Name	Company	Tel. Number
Lynton T. Block, Pres.	Lynton T. Block & Company	Olive 4343
John G. Owen, Gen. Mgr.		
J. Leslie Mahl, Sales Manager	The Indemnity Company of America	Central 726
Wm. J. Lemp, Jr.	Massachusetts Bonding & Ins. Co.	Olive 191
E. R. Niehaus	Western Automobile Insurance Company	Olive 7077
James B. Hill, General Agt.	Lawton-Byrne-Bruner	Main 5555
Mason Miller	W. H. Markham & Company	Central 100
Albert H. Hitchings		
Charles H. Morrill		
Boyle O. Rodes		

LIABILITY INSURANCE

J. A. O'Halloran, Manager	W. H. Markham & Company	Central 100
J. B. Meehan	Integrity Mutual Casualty Co.	Central 1841
W. M. Byrne	Lawton-Byrne-Bruner	Main 5555

GENERAL INSURANCE

Emmett V. Thompson	Commonwealth Insurance Agency	Central 726
Earl C. Thompson		
C. C. Bland	Many-Bland Insurance Co.	Olive 7205
Jerome G. Meyer	Muckerman & Cushman	Central 4114
Emmett M. Myers	Myers & Wandling, Insurance Underwriters	Olive 3240
Thos. G. Harkins	Harkins & Tontrup	Main 369
S. A. Townsend, Jr.	Massachusetts Bonding & Insurance Co.	Olive 191
W. H. Wyatt	Cabell Gray Insurance Agency	Main 102
Albert H. Hitchings	W. H. Markham & Company	Central 100
Chas. H. Morrill		
Boyle O. Rodes		
Charles M. Talbert	Deuchler-Talbert-Flachmann-Berry, Inc.	Olive 5560
W. R. Berry	Lawton-Byrne-Bruner	Main 5555
John A. Bruner		
Mason Miller		

Business Continues to Show Improvement

(Continued from Page 24)

Rudolph Schmitz, President, The Schmitz & Shroder Company: "We have ample evidence in our store that general business conditions are improving. Some of this is no doubt due to the improvements we made and the larger and more varied stocks and to the very aggressive campaign this Fall. Our business is steadily increasing and is considerably ahead of 1923. Judging from the present activity in our store and from what we observe from our customers, we can see nothing but a successful season to the end of the year."

A. M. Foster, General Manager, Foster Bros. Mfg. Company: "We find business excellent in our line. We feel that general business conditions are improving, our 1924 fall volume is exceeding 1923 fall business. We anticipate an active demand for the balance of the fall season."

J. F. Galvin, President, Galvin Electric Mfg. Company: "We find general business conditions showing marked improvement in our line. Our Fall 1924 volume of business is about on an equal basis with our 1923 Fall business. On orders that we now have booked and business that will likely be placed, we anticipate a much larger volume of business for the last three months of this year. In fact we have already taken steps to run our plant to full capacity during the balance of the year."

Russel F. Gardner, President, Gardner Motor Company: "Conditions generally are slightly improved but our 1924 sales will not equal those of 1923."

George M. Wagner, Vice-President, Garrison-Wagner Printing Company: "Our fall business for 1924 shows up just a trifle better than the same period in 1923. With the increased use of Direct-by-Mail advertising and with the better feeling which we find in business generally, I am very confident of rounding out the year with a substantial net gain over 1923."

C. W. Gaylord, Robert Gaylord, Inc.: "Business is improving slowly but most satisfactorily. We have done better this year than last and believe steady improvement in the market will continue."

Julius Gerock, Gerock Bros. Mfg. Company: "Conditions affecting our line are not particularly good and we see no indication of immediate improvement. Our sales for this year have not equalled those of a year ago."

Julius Glaser, President, Julius Glaser & Company: "As far as we are concerned we find general conditions improving, and while merchants are buying in limited quantities, all of our customers report improved conditions. Our 1924 Fall volume has surpassed that of 1923 to a considerable extent, and thus far we are far ahead on our Sales and trust this will continue."

H. F. Hafner, President, Hafner Mfg. Company: "We find conditions are slightly im-

proved and believe everyone shall notice a decided increase after the presidential election."

R. D. Teasdale, Vice-President & Manager, Handlan Warehouse Company: "Our business up to the present time has been better than during the same period of 1923. There is a little lull during the early part of this month, but we anticipate that the fall business will be heavier than it was in 1923, which would make the year of 1924 a better year for us than 1923."

French L. Nelson, President, O. K. Harry Steel Company: "Our 1924 business is about equal with that of 1923 and present indications are that the future will be much improved."

(Continued on Page 27)

Is It Wise to Appoint Your Friend?

It may seem logical and natural to appoint a friend or relative as executor-trustee of your estate, but experience proves it is not always wise.

You do not question your friend's integrity, judgment or experience, yet it is rarely that an individual is competently equipped to perform all the duties of an executor.

On the other hand, experience has shown that to appoint a trust company as executor-trustee, is to secure for your estate and your family, the fullest security. With the St. Louis Union Trust Co. acting as your executor, your estate will be managed by many men skilled in fiduciary affairs—men of wide experience and judgment, with adequate resources at their command to manage your affairs efficiently and economically.

ST. LOUIS UNION TRUST CO.

BROADWAY AND LOCUST

Affiliated with First National Bank

TRUST SERVICE
EXCLUSIVELY

Chamber's Attitude on Amendments

(Continued from Page 6)

The "Northeast Bridge Approach" completed would cost about \$10,000,000 of taxpayers' money. The railroads could not be forced to use it—and say they would not—as they can reach the Bridge more easily under the pending Terminal Plan (which will cost the City nothing). City officials, Aldermen, Engineering Societies, the shippers who pay the freight, and the entire press, are all against the "Northeast Approach". If you are against it, vote "YES", which means upholding the Ordinance dismissing the property condemnation suits. The wording on the ballot may confuse you, unless you are careful. Don't get mixed on this: Vote "YES", if you want to kill this so called "Northeast Bridge Approach".

The opinion is generally expressed that the Chamber contributed an invaluable service in taking a definite stand on vital issues before the voters of St. Louis and Missouri generally, and the Chamber takes just and modest pride in the fact that those amendments and proposals in which it took so lively and timely an interest were the ones which carried by the largest majorities, while the one it conscientiously believed would work to the injury of the city and state and which it unrelentingly fought was the one which failed by the largest majority of any of the amendments proposed.

In dealing with advertisers, please mention "Greater St. Louis".

Business Continues to Show Improvement

(Continued from Page 26)

John A. Meisel, President, Herkert & Meisel Trunk Company: "Business is good with us and we have done more trade than a year ago at this time. The future promises fair and we are continuing with assurance of a good market."

Samuel E. Heffern, President, Heffern-Neuhoff Jewelry Company: "Our sales have equaled those of 1923 and we believe general conditions are going to be much better shortly. We have noticed a decided improvement recently."

Eugene H. Harms, President, Hesse Envelope & Lithographing Company: "There seems to be a remarkable note of optimism among our St. Louis customers, as well as those outside of St. Louis, especially in the Southern States. Orders are being placed in far greater volume and buyers seem to be buying more than normal quantities of envelopes. Individual orders are running larger than a few months, and even a year ago. The character of envelopes purchased seems to indicate the launching of large advertising campaigns, which to my mind is always a forerunner of good business."

"Our September sales were the largest of the year, and we are looking forward to a healthy volume of business for the last quarter of this and the beginning of next year. Our optimism is being backed up by the installation of additional modern equipment."

R. E. Loff, Manager, Heywood-Wakefield Company: "We are about twenty-five per cent ahead of our volume for last year and the future outlook in our line is very good."

W. G. Klauss, Johns-Manville Company: "We are now 50 per cent ahead of our 1923 record and are enjoying the present improvement in general conditions. We are confident that the future will be productive of better times than we have enjoyed recently and are preparing for a large volume of business."

G. W. Jones, President, Charles Johnson & Company: "We have surpassed our 1923 record and believe the future is going to prove very prosperous."

Howard V. Stephens, President, Johnson, Stephens & Shinkle Shoe Company: "We find general business conditions improving, and we consider them considerably better for the last sixty days, than they have been for some little time. Our volume of business for 1924 exceeds that of 1923 by \$900,000.00."

Eugene R. Kilgen, Geo. Kilgen & Son, Inc.: "We note a decided improvement in general conditions. Our fall volume has increased over 30 per cent this year over last year. This applies also to the whole of 1924. We believe the future will continue good with an increasing volume of business and a smaller percentage of undesirable business, and we have every indication that this year will be one of our biggest in volume of new business and productions."

Albert F. Epstein, President, Knickerbocker Clothing Company: "We have found the general business conditions since June 1st very much improved and on the verge of prosperity. Our spring lines are about completed and our men will leave the 15th of this month to book spring business. We anticipate one of the best spring bookings for a number of seasons. We have prepared our lines accordingly and in general, think that there will be a splendid revival in the clothing industry."

E. W. Knollmann, Knollmann Company: "Our business this year has been slightly in excess of that of 1923, which we believes applies generally. We hope for continued improvement, but constantly keep in mind the thought

that we have not in all probability reached the normal low level and also that it has been stated by some authority on economics that after the Civil War commodity prices did not reach this point until about 20 years after its close."

Harry G. Koerber, President, Koerber-Brenner Company: "While our volume for this year has not equaled that of 1923, we notice a slight improvement and are certain that eventually prosperity will reign throughout the nation."

H. B. Wessel, Vice-President, Kolb Coal Company: "We do not find business conditions in our line improving to any noticeable consequence. Our tonnage produced for the months of July, August and September of this year was 3 $\frac{1}{2}$ % less than for the same period last year. We do not forecast any material improvement for the remainder of this year. A slight improvement is expected on domestic sizes for the next three months."

Fred Krey, President, Krey Packing Company: "We consider that general business is showing some improvement. Our volume of 1924 surpassed that of 1923. We anticipate good results for the remainder of the year, though conditions are not the best for the reason that the cost of the Hog is abnormally high which is usually attended with a price on provisions that is not commensurate."

L. A. Carter, President, Lehmann Machine Company: "We are doing a fair business, although our 1924 volume will not equal that of 1923. The future promises to be normal and undoubtedly continued improvement will be enjoyed."

Frank P. Hays, President, Little & Hays Investment Company: "We do not find general business conditions improving very much at this time. Our 1924 volume of business is not nearly as much as it was in 1923. We do not look for much improvement in business the balance of this year."



There is only ONE Ru-Ber-Oid Roofing



TODAY RU-BER-OID occupies a unique position among roofings—a position which, once in a great while, some particular article achieves in its field.

Due to its high quality, and also to the fact that it was the first—and for many years the *only*—ready-roofing on the market, and due to the unrivaled service it has given users in all parts of the world, RU-BER-OID has become the standard by which ready-roofing must be judged.

RU-BER-OID is a copyrighted *brand name*.

There are hundreds of brands of ready-roofing on the market. They look very much alike, but vary greatly in quality and slightly in price.

All RU-BER-OID roofing is labeled with the RU-BER-OID man in a red circle. It is distributed in St. Louis and St. Louis County *only* by the Goodfellow Lumber Company.

RU-BER-OID roofing or shingles applied over Goodfellow lumber gives lasting satisfaction.

Goodfellow Lumber Company

Ours is the Trade that Service Made
Natural Bridge at Goodfellow
ST. LOUIS

Important Groups of Export Goods Show Impressive Increase

WHILE most of the important groups of American exports made substantial gains during the first half of 1924 over the same period of 1923, grains, sugar, paper, chemicals, coal and cotton manufactures declined, according to an analysis of American foreign trade for the first six months of the year made public today by the Foreign Commerce Department of the Chamber of Commerce of the United States. It is shown by the analysis that exports for the first six months of 1924 totaled \$2,089,000,000, an increase of \$144,000,000, or 7.4 per cent above the amount exported a year ago.

The department's statement points out that "during the second quarter of 1924 our exports fell \$113,000,000 below those of the first quarter—a decline of approximately 10 per cent—in keeping with the normal seasonal decline.

"More than 40 per cent of our export trade consisted of manufactured goods, of which we shipped 10 per cent more than last year. Exports of semi-manufactured goods and raw materials also made excellent increases in value.

"Our exports of vehicles, principally automobiles, increased 25 per cent. Machinery made a 21 per cent gain. Textile exports as a whole show an increase of 24 per cent, thanks only to raw cotton; cotton manufactures were in less demand. Manufactures of silk showed up well, but artificial silk was off. Lumber gained 10 per cent. Exports of metals increased 8.9 per cent, with iron and steel 9.4 per cent higher. Petroleum, coal, glass, pottery and other non-metallic minerals gained 2.5 per cent. Live animals and meats, fish, dairy and other animal products just about held their own, with a gain of one-half of one per cent. Meats alone were off 6 per cent. Grains declined 40 per cent, chemicals 10 per cent, and paper 6 per cent, but fruits and nuts made a noteworthy gain of 76 per cent, chiefly dried and evaporated fruits.

"Important gains recorded by particular exported commodities during the first half of 1924, as compared with the corresponding period of 1923 included unmanufactured cotton the value of which increased 37 per cent, from \$259,645,000 to \$356,518,000, while the quantity shipped abroad increased from 925,722,000 to 1,132,100,000 pounds, or 22 per cent.

"The value of automobiles and parts increased from \$81,529,000 to \$111,680,000 or 37 per cent. Exports of passenger cars increased from 64,941 to 80,291, a gain of 24 per cent in number; motor trucks from 11,580 to 14,572, or 26 per cent; and parts and accessories from 136,386,000 to 219,600,000 pounds, or 61 per cent.

"Mineral oils made a substantial gain, crude petroleum exports increasing from \$11,152,000 to \$14,383,000 or 29 per cent, in value, and in volume from 325 to 394 million gallons, or 21 per cent, while refined petroleum increased in

value from \$173,350,000 to \$203,917,000, or 18%, and in volume from 1,563 to 1,939 million gallons, or 24 per cent.

"Exports of leaf tobacco were 21 per cent higher in value than a year ago, increasing from \$67,779,000 to \$82,136,000 the quantity gain was 39 per cent, from 215,670,000 to 299,427,000 pounds.

"The value of refined copper and ingots, bars, and other forms increased from \$52,671,000 to \$68,702,000, or 30 per cent, while in quantity the gain was much larger, from 328,248,000 to 505,142,000 pounds, or 54 per cent.

"Lumber exports increased in value 3 per cent, from \$40,409,000 to \$41,708,000, and from 862,151,000 to 976,607,000 board feet, or 13 per cent.

"A gain of 20 per cent in value was recorded by iron and steel sheets, skelp and strips, from \$27,860,000 to \$33,448,000, but the quantity increase was only 4 per cent, from 737,425,000 to 769,897,000 pounds.

"Exports of agricultural machinery and implements increased from \$22,545,000 to \$33,136,000, or 47 per cent.

"Other striking increases were made by logs and timber, from \$10,454,000 to \$17,116,000 or 64 per cent, and from 291,779,000 to 524,030,000 board feet, or 80 per cent; by fresh apples in value from \$3,426,000 to \$10,366,000, or 203 per cent, and from 94,846,000 to 265,778,000 pounds, or 180 per cent in volume. Exports of hides and skins jumped 356 per cent in value, from \$1,618,000 to \$7,387,000 and 562 per cent in quantity, from 9,770,000 to 64,666,000 pounds. Paraffin wax exports increased in value from \$5,807,000 to \$9,206,000, or 59 per cent, while the quantity gain was from the 167,644,000 to 205,496,000 pounds, or 23 per cent. Exports of dried prunes increased 183 per cent in value, from \$1,832,000 to \$5,193,000.

Polarine "F" for Fords

THE PERFECT MOTOR OIL

Makes them Start, Stop and Reverse Quietly and Smoothly

Every Ford Owner Should Know

THAT in the Ford car and truck the same oil is used for the lubrication of the engine and the transmission.

That it is possible to effect smooth operation of the transmission with the use of special Ford oils.

That some of these special oils soon lose their quieting effect, while others corrode the engine or form deposits in the crank case.

That the oil which properly lubricates both the engine and transmission brings about quieter, smoother and more efficient operation.

The chemists and engineers of the Standard Oil Company (Indiana), after exhaustive research, have produced the ideal oil for Fords.

This new oil, Polarine "F", insures lubrication as nearly perfect as lubrication can be.

It insures quiet, smooth and more efficient operation of Fords, and prolongs the life of the car.

By every test, in the laboratory and in actual service on the road, Polarine "F" has demonstrated that it is the ideal oil for Fords.

Perfectly Lubricated Fords Give Maximum Service

POLARINE "F" Is the One Oil to Lubricate Them Perfectly

The development and production of Polarine "F" makes the line complete. There is now a Polarine oil exactly suited to the needs of every make and model car and truck.

The only safe guide in the vitally important matter of proper lubrication for passenger cars and commercial trucks is the chart of recommendation prepared by our engineers.

The business man who sees to it that the proper grade of Polarine is used in his trucks, is one whose trucks give him the greatest service at the lowest cost.

STANDARD OIL COMPANY

(INDIANA)

915 Olive Street

St. Louis, Mo.

Business on Solid Basis

(Continued from Page 10)

shown in the increase of class railroads in September of this year compared with September of last year of 24 million dollars in net income. This came about by a drastic retrenchment in operating revenue which more than offset a falling off in gross revenue.

In all of these and similar happenings it is evident the business world realizes that constructive and intelligent work is the only solution of the difficulties that lie ahead of us, and they are many and always will be. If the country generally has more buying power than six or twelve months ago, it is likewise permeated with conservatism and caution, and an increase in the volume of business will come slowly and naturally as wants and needs demand and as we gradually get into our stride. Fortunately, we are on a solid foundation for whatever the future has in store for us.

Dave and Ralph at Zoo

(Continued from Page 9)

face of his genuine alligator hide while doing his morning exercises.

He was being treated with saddle soap and neatsfoot oil, according to Commissioner Pape, who is known far and wide for his truthfulness and integrity.

From the hospital, our expedition passed into the very heart of the zoo and saw everything, including a snake-catcher who was just winding his alarm clock so as to be up bright and early to ply his trade.

He saw and heard the sea-lions (who staged a twenty-five minute demonstration in honor of their keeper), saw the hippopotamus and his neighbor, the elephant and even watched the kangaroos hold a Kangaroo court, which is a highly amusing affair and is worth a moment of description.

In the Kangaroo Court one member of the tribe is brought up for trial for murder and the judge promptly releases him on bond or else the jury fails to convict or, if it does convict, the governor immediately sends a pardon for him. The game has infinite variations but at each new turn of wit, the assembled kangaroos laugh uproariously.

The kangaroos conduct justice on what is known as the Australian bullet system; one man shoots another and then waits for someone to shoot him. It is a passing thought, but might we not do well to adopt some such system in our more civilized communities?

To proceed, we saw lions and tigers and zebra and leopards—everything. We stopped at forty-two drinking fountains, to appease the thirst of the children of our party. We—well, we did everything but see the ant-eater.

In all my explorations of the zoo, I have never succeeded in seeing the ant-eater. Even a "Behind the Scenes" tour failed to reveal him.

But, having seen every inhabitant of the zoo except the ant-eater and having visited every nook and corner of its territory, I feel that our conclusions, as previously stated, must have weight.

I feel qualified to talk as an expert on its internal affairs.

So I would repeat that outside interference can only do harm. Those who are not acquainted with the make-up of the zoo seem inclined to regard it as a political unit but this idea is erroneous.

The zoo is composed of a great number of small autonomous states, the natives of which have their own language and their own customs and adhere to them fiercely. Therefore, it is folly to suggest that stability may be attained by means of a league of states or an international tribunal or even a democratic form of government.

In the cantonment known as the Lion House, for example, there are at the present time several apes and a chimpanzee who are decidedly progressive and advanced in culture. They eat at tables and ride bicycles and are almost open to intensified selling by life insurance agents and small car salesman.

But within a few feet of these enlightened settlers are several autocratic and despotic tigers and lions who scorn advancement and good manners and are constantly plotting war and aggression.

So I think I am right in advising our well-meaning reformers and theorists to let the zoo alone. Its inhabitants are thrifty, not given to dress and display, and are building up a good foreign trade in peanuts, rye bread and other commodities.

Left to themselves, they will work out of their present difficulties and will once more be a factor in world affairs.

Members of the Advertising Club at the "Behind The Scenes" tour through the St. Louis Zoo found a lunch of barbecued meat awaiting them at the end of the tour.

W. G. Foster, of the National Dairy Council, provided fifteen cases of milk for the children who made the tour—this being a family party.

G. E. Predock Elected President of Furniture Board

At the annual meeting of the St. Louis Furniture Board of Trade, held at the Chamber of Commerce on the evening of November 10, the following officers were elected for the ensuing year: President, G. E. Predock; W. J. Hanpeter, first vice-president; Frank Fischer, second vice-president; E. Lucas, treasurer; H. S. Tuttle, secretary; directors, E. Ritter, Jr., R. E. Loff, Ben Brockman, Jos. Peters, S. C. Frampton, J. F. Connors, A. E. Poss and Chester Gage. H. S. Tuttle was re-elected secretary for the thirty-seventh time, and has been secretary of the Board ever since its organization.

A turkey dinner preceded the business meeting, and after adjournment an entertainment was staged for the amusement of the members.

Sales Bureau to Conduct Class in Business Letter Writing

Twenty-five members of the Sales Managers' Bureau have signified their desire to join a Business Letter Writing Discussion Group, which the Educational Committee is promoting. The first meeting was held in Room 801, Chamber of Commerce Building, Thursday, November 6.

Any member of the Bureau, even though he has not indicated a desire to meet with the group, is welcome to attend. There is no charge attached to a members' attendance at these sessions.

The next meeting of this group will be held Monday, November 17. Roy B. Simpson, who has submitted a prospectus covering a sixteen weeks' business letter writing course, will meet with the group to analyze his prospectus in greater detail.

An Outstanding Testimonial of Public Confidence

"Commerce" scored a gain in deposits for the last twelve months that is unique in local banking history.

Between "call" statements September 14, 1923 and October 10, 1924, *deposits in this bank increased \$22,189,451. Total resources now over \$100,000,000.*

The bank's capital of \$10,000,000 is as great as that of any bank west of the Mississippi.

We also list another priceless asset, unseen and unstated, but as real as our material resources—customer good will, the high confidence in the National Bank of Commerce that makes such growth possible.

The patronage of thousands of merchants, manufacturers, bankers and individuals contributed largely to this step forward.

Grateful to them and facing the future with full confidence in the nation's prosperity, we place at the disposal of those needing helpful banking connections the strength and experience of sixty-seven years.

JOHN G. LONSDALE
President

Whole-hearted Support of Symphony Asked of St. Louisans

ST. LOUISANS are called upon to show their whole-hearted support of the St. Louis Symphony Orchestra, which recently opened its season at the Odeon by subscribing for season tickets, in a letter signed by Mayor Kiel, President Clarkson of the Chamber of Commerce; Samuel Plant, president of the Merchants' Exchange, and R. Fullerton Place, president of the Advertising Club of St. Louis.

The letter follows:

"It costs \$271,000 to maintain the St. Louis Symphony Orchestra for one year. Great as this sum is, it is moderate as compared with cost of orchestras in other cities, and our deficit is less than Detroit's and Cleveland's.

"But the people of St. Louis must back up their orchestra if they wish it to prosper. A substantial number of annual subscribers for tickets and an encouraging attendance at the concerts are just as indispensable as the payment of the deficit.

"All citizens who covet for St. Louis' high standing in metropolitan culture; all who themselves enjoy the perfection of the orchestra's concerts; all who appreciate what good will is gained throughout our trade territory by the orchestra when touring every spring—all such citizens will wish to encourage the St. Louis Symphony Orchestra by taking season tickets.

"In Detroit and Cleveland people take season tickets as a matter of course, because they are proud of their orchestras; St. Louisans are less stirred (although having greater cause for pride) for the reason that our orchestra has been here sixty-five years and, therefore, has not the excitement of novelty.

"Let every citizen put a true valuation on the Symphony Orchestra and bring to it his share of support, by becoming a subscriber or season tickets.

"The season began with symphony concerts Saturday evening, November 8, and popular concerts Sunday afternoon, November 9, all at the Odeon.

"Full information may be had by telephoning the St. Louis Symphony Society, Lindell 2907, Odeon Building."

One way some firms have of assisting the orchestra and at the same time create additional good will among employees, is as follows:

The Commonwealth Steel Company and Scruggs, Vandervoort & Barney Dry Goods Co. buy a number of season seats and distribute them before each concert among their staff as a sign of appreciation for good work. One of the Chicago Packers took the whole house for one performance of the Chicago Opera for distribution among his employees. This purchase of season seats by employers for distribution among their employees is an excellent way to encourage the orchestra.

W. L. McAdoo & Co. Take Larger Quarters

W. L. McAdoo & Company, commercial printers, have taken new and larger quarters at 1512 Pine street. The firm formerly was at 1314 Pine. Increased business made the move necessary.

Illinois Traction Now Has Faster Schedule

PATRONS of the Illinois Traction System in St. Louis are benefitting by the revised Traction schedule of trains which became effective November 9. The three new "Tangerino flyers" both ways between St. Louis, Springfield and Peoria, which make the trip from the heart of St. Louis to Peoria in five hours and twenty-five minutes, are proving extremely popular. This is the fastest schedule ever attempted between these points. The cars are painted a distinctive tangerine color and are equipped with chair compartment and new upholstery and floor coverings. These trains leave St. Louis daily at 7:00 a. m., 1:00 p. m. and 4:30 p. m.

The "Capitol Limited", parlor car train, equipped with library, smoking compartment and buffet service, leaves St. Louis daily at 10:00 a. m. Here one may secure the meals for which the Traction chefs have become famous, and a trip of luxury on the way to Peoria.

"The Owl", nightly sleeping car train, leaves St. Louis nightly at 11:45 o'clock for Springfield and Peoria.

A new feature of the improved service is the "Illini" sleeping car train between St. Louis and Champaign, Ill., three nights each week. This train leaves St. Louis on Tuesday, Thursday and Sunday nights at 11:45 o'clock, arriving Decatur 5:45 a. m. and Champaign, 7:45 a. m. It carries tables for card playing and the latest supply of magazines and periodicals.

In all, 350 "limited car miles" have been added in the new schedule of trains, which means that the service on all divisions has been speeded up. There are fourteen trains arriving and fourteen trains leaving St. Louis each day on the Traction.

Equipment Counts



BUXTON & SKINNER

Printing and Stationery Co.

Fourth at Olive

In dealing with advertisers, please mention "Greater St. Louis".

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and Parcel Post and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. *Can you afford to be without it?*

If any kicks, tell the TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Stimmons Hardware Co.

Your co-operation will help to maintain prompt, regular *freight service* on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

Statement of Greater St. Louis Ownership

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Greater St. Louis, published monthly at St. Louis, Missouri, for October 1st, 1924.

State of Missouri, City of St. Louis—ss.

Before me, a Notary Public in and for the State and city aforesaid, personally appeared A. B. Hendry, who, having been duly sworn according to law, deposes and says that he is the Editor of the Greater St. Louis, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation) etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Chamber of Commerce, 511 Locust St., St. Louis, Mo.

Editor, A. B. Hendry, 5660 Kingsbury Place, St. Louis, Mo.

Managing Editor, none.

Business Manager, A. G. Mungenast, 3662a Minnesota Ave., St. Louis, Mo.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

Chamber of Commerce: Pres.: W. Palmer Clarkson, 2 Windermere Place; 3rd Vice-Pres.: Baxter L. Brown, 6041 McPherson; 1st Vice-Pres.: M. L. Wilkinson, 4405 Westminster, Treas.: Warren M. Chandler, 5247 Waterman; 2nd Vice-Pres.: C. F. G. Meyer, 5503 Clemens; Counsel: Glendy B. Arnold, 5906a Clemens.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is.....

(This information is required from daily publications only.)

ST. LOUIS CHAMBER OF COMMERCE,
A. B. Hendry.

Sworn to and subscribed before me this 13th day of October, 1924.

Scott R. DeKins.

(Seal) (My commission expires March 5, 1926)
Note.—This statement must be made in duplicate and both copies delivered by the publisher to the postmaster, who shall send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.

In dealing with advertisers, please mention "Greater St. Louis".

Greeting Cards for Season 1924-25

Our samples are complete, why not place your order now and avoid the usual rush and disappointment just before the Holidays.

Call Olive 3261 for Salesman

F. M. STRICKLAND

Printing and Stationery Co.
907 Walnut St. St. Louis, Mo.

WEBSTER COLLEGE

for
Young Women
and Girls

The Ideal School for
Your Daughter or Ward
*Empowered by the State
to Confer Degrees*

FOR

Illustrated Prospectus of College
Address the Registrar

FOR

Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE

Webster Groves - - Missouri

Bell Telephone, Webster 1465

Missouri Exporting Butter to the English Market

THE rapid development of dairying in Missouri is demonstrated by the recent shipment of 60,000 pounds of Missouri made butter to T. J. May and Co., New York, for export to England.

The butter was manufactured by the Springfield Creamery Company, Springfield, Mo., and was sold by C. H. Fitzgerald, broker. Shipment was made from the St. Louis Refrigerating and Cold Storage Co. where the butter was stored after its manufacture.

In this export of 3 carloads of butter from Missouri, there is much interesting history of the changing character of dairy markets. The cold rainy summer kept down the use of ice cream. Butterfat that ordinarily would have been consumed in ice cream was made into butter and stored. The present storage stocks of butter are nearly 50 per cent above those of a year ago.

Last summer R. H. Switzler, of the St. Louis Refrigerating and Cold Storage Co., made a trip abroad to study the possibilities of American butter in European markets. The recent sales of Missouri butter are directly due to this trip.

The quality of Missouri butter has been steadily improving; its uniformity of color, texture, and flavor now make it possible to enter all markets where formerly the northern and northwestern butter found favor.

St. Louis is destined to become a well established market for high-grade butter.

The U. S. Bureau of Agricultural Economics calls attention to the present course of international trade in dairy products.

Dairy production has been increasing in recent years in virtually all countries the world over. This is generally attributed to the profitableness of dairying as compared

with other farm enterprises. There is every reason to believe that this expansion is of a substantial and permanent nature and that it will involve the keenest of competition for profitable markets.

The most recent growth in dairying has taken place, not in the older European dairy countries, such as Denmark, Holland, but in the comparatively new and unexploited countries, particularly New Zealand, and in Australia and Argentine. The most marked change in the world's dairy production since the outbreak of the war has been the shift from the northern to the southern hemisphere with the corresponding shift in the seasonal trend of supply as well as the additional dairy resources made available to the trade.

Russia, before the war, was second only to Denmark as an exporter of butter with exports of 150,000,000 pounds annually. With the outbreak of the war, her surplus was for years entirely cut off. At present, according to

government reports the European butter trade is about back to pre-war volume with the former Russian supply replaced by butter from other and newer producing countries.

The British butter market, as a result of exceptional circumstances, has been relieved during much of the past year from the pressure which might have been expected to result from the general tendency toward recovery of world production and trade. In the year ended June 30, 1924, Great Britain imported 501,760,000 pounds of butter compared with the record importation of 513,097,000 pounds during the preceding year. The smaller imports can be accounted by a sudden revival of German demands and by a temporary check upon production in Australia and New Zealand, due to a drought. Even with these conditions prevailing the total production of butterfat in New Zealand decreased only about 3 per cent from that of the previous season. In ordinary seasons, it is safe to say, there will be a steady increase in dairy production in that country. In Australia near the close of the season in July, large stocks of butter were reported as having still to be disposed of before the arrival of the spring supplies. Conditions in both dominions are reported to be exceedingly favorable for the new season just begun.

A Change That Means Progress

Our business had outgrown our former quarters at 1314 Pine street.

We are now established at 1512 Pine street on a big, well-lighted floor in a new building located at the center of the downtown business district.

We want all of our friends to come and see us.

The improved facilities at this location will enable us to turn out commercial printing which will represent the best product of our fifteen years of experience.

W. S. McADOO & Co.

Commercial Printers

1512 Pine St.

Olive 3465



Financial Service for all St. Louis

*S*INCE its organization in 1890, the constant aim of the Mississippi Valley Trust Company has been to afford to St. Louisans the complete range of financial, fiduciary, real estate, and investment facilities—all in a single institution and under one roof.

To every individual, firm, or corporation in all St. Louis, our six well organized departments offer one or more valuable and necessary services.

COMMERCIAL BANKING—Checking Accounts, Lines of Credit, Drafts, Transfers, Foreign Exchange, Certificates of Deposit, Collections, Letters of Credit, Travelers' Checks.

SAVINGS—Interest at 3%, Compounded Semi-annually. New Year Get-Ahead Club, a Weekly-Deposit Plan for Getting Ahead.

TRUST—Executor or Trustee under Wills, Agent, Guardian, Curator, Transfer Agent, Registrar of Stocks and Bonds, Trustee for Bond Issues, Coupon-Paying Agent, Escrow Agent.

INVESTMENTS—Municipal, Public Utility, Railroad, Industrial, Real Estate, and Government Bonds.

REAL ESTATE—Sales, Rentals, Agency, Management, Loans, Deeds of Trust for Investment.

SAFE DEPOSIT—Safe Deposit Boxes, Storage Vaults for Silverware and other Bulky Valuables.

The Mississippi Valley Trust Company offers many facilities, but only one kind of service—efficient personal attention to the needs of all customers



SAI

GREATER ST. LOUIS

Christmas Number

DEC 26 1924

UNIVERSITY OF ILLINOIS



Popularity Compels Two Daily Sections

THE *Sunshine Special*

Commencing December 7, 1924

One Train to and from North and West Texas!
Another Train to and from South Texas!

Leave St. Louis.....6:45 p.m.

Via

Reach North and South Texas Next Day.
Reach West Texas on the Second Day.

Thru Sleeping Cars Daily to and from—

Hot Springs National Park	Austin	Galveston
Dallas	San Antonio	*Shreveport
Fort Worth	Laredo	*Beaumont
El Paso	Houston	*Port Arthur

*Via the Kansas City Southern thru Texarkana, Arkansas.

Direct connections *within St. Louis Union Station* with fast thru trains from and to the North and East.

EXCELLING DINING CAR SERVICE

For tickets and reservations call at Union Station, or

City Ticket Office
318 North Broadway
St. Louis, Mo.

Going Read Down	Daily Schedules	Returning Read Up
6:45 p.m. Lv.	St. Louis... Ar.	11:30 a.m.
11:15 p.m. Lv.	Memphis... Ar.	7:00 a.m.
7:00 a.m. Ar.	Hot Springs Lv.	8:50 p.m.
10:25 a.m. Ar.	Shreveport Lv.	7:35 p.m.
5:07 p.m. Ar.	Beaumont Lv.	12:55 p.m.
5:45 p.m. Ar.	Port Arthur Lv.	12:05 p.m.
1:10 p.m. Ar.	Dallas... Lv.	5:10 p.m.
2:05 p.m. Ar.	Fort Worth Lv.	4:10 p.m.
11:55 a.m. Ar.	El Paso... Lv.	7:00 p.m.
7:00 p.m. Ar.	Austin... Lv.	11:10 a.m.
9:30 p.m. Ar.	San Antonio Lv.	9:00 a.m.
6:30 a.m. Ar.	Laredo... Lv.	11:30 p.m.
5:30 p.m. Ar.	Houston... Lv.	12:45 p.m.
7:45 p.m. Ar.	Galveston Lv.	10:30 a.m.



MISSOURI
PACIFIC

T. & P. — I. - G. N. — K. C. S.

OIL-BURNING LOCOMOTIVES ALL THE WAY!

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

December, 1924

Number 4

TABLE of CONTENTS

"TWAS THE NIGT BEFORE CHRISTMAS"	2
CHRISTMAS	5
By W. Palmer Clarkson	
NEWS BUREAU ORGANIZED	6
WHOLESALE FIRMS PREPARE FOR SPRING	7
THE BUSINESS SITUATION	8
By Archer Wall Douglas	
INFORMATION FOR MAIL USERS	9
By Louis Alt	
CONTROLLABLE RETAIL FAILURES	10
By P. V. Bunn	
NEW SALES IDEAS	11
BUSINESS IMPROVEMENT CONTINUES	12

OFFICERS

W. PALMER CLARKSON, President.
MELVILLE L. WILKINSON, First Vice-President.
CARL F. G. MEYER, Second Vice-President.
BAXTER L. BROWN, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDBY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER	E. D. NIMS
JOHN H. GUNDLACH	HARRY F. STIX
HAROLD M. HESS	JOHN B. STRAUCH
LOUIS F. LUMAGHI	F. W. A. VESPER
ROBT. L. NIEDRINGHAUS	LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN	MORTON J. MAY
IRVIN BETTMANN	JULIUS SEIDEL
WILLIAM R. COMPTON	*R. T. SHELTON
*F. ERNEST CRAMER	HOWARD V. STEPHENS
W. H. ELLIOTT	*O. L. SWANZEY
J. H. FARISH	L. A. VALIER

W. L. WIMMER

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman;
R. S. Rau chkolb, Secretary.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
Emil Ritter, Jr., Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. of C. BUREAU—
Andrew G. Mungenast, President.
Dwight Holmes, Secretary.
MEMBERS' CONFERENCE—R. T. Shelton, Chairman.
W. Scott Hancock, Vice-Chairman.
MEMBERSHIP—Paul Y. Versen, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter C. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—O. L. Swanzeay, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, *Chairman.*

A. B. Hendry, *Editor.*

Andrew G. Mungenast, *Advertising Director.*

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty

The Development of Terra Cotta Service as Related to the Fine Arts

It is significant that of the five greater arts—architecture, sculpture, painting, music and poetry—Terra Cotta has a definite place in the first three.

The architectural beauty of Terra Cotta is undisputed. Its adaptability to modeled design is well known. Its color harmonies present limitless opportunities.

The use of pleasing color effects marks a distinct advance in American architecture, which is meeting with deserved public approval.

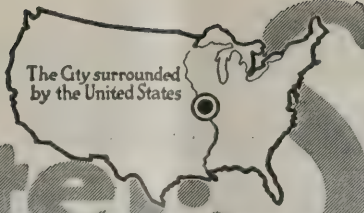
To secure the most harmonious and effective color treatments in Terra Cotta, the Terra Cotta Service Bureau has retained Mr. Thomas A. O'Shaughnessy, the well-known authority on color in architecture, as its consulting specialist.

The practical value of Mr. O'Shaughnessy's color suggestions and co-operation will be fully appreciated by both architects and owners, for they embody the results of long years of study and experience.

The Terra Cotta Service Bureau, 128 N. Wells St., Chicago, telephone Dearborn 4251 will arrange, upon request, for Mr. O'Shaughnessy's services being furnished you, without cost or obligation. He will collaborate with your architect in the development of color treatments for either interior or exterior effects.

Build with TERRA COTTA for Beauty

Greater St. Louis



*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

December, 1924

Number 4

Christmas

BY W. PALMER CLARKSON,
President, St. Louis Chamber of Commerce

The Yuletide season, typifying the gentler and nobler aspects of life, is peculiarly significant to St. Louisans this year.

In listing those near and dear to us, whether for greeting or gift, let us not overlook one gift of intangible value—one which will cost little, but which will be worth more than you perhaps imagine.

This gift will mean much to you; much to your business; much to all of us: It is the gift to your City of your pledge to render it a greater service.

St. Louis is now at the threshold of her greatest advancement. All of the attributes needed for intelligent expansion are now hers, but, without a solidarity of effort, impetus will falter.

So, on your Christmas list this year, be sure to include the gift of renewed loyalty and effort for St. Louis. The building of a Greater St. Louis depends entirely on the unified support of its people.

St. Louis News Bureau Formed in Conjunction With Municipal Adv. Campaign

Newspapers Throughout Nation to be Furnished With News Stories of Constructive Nature Concerning this City—G. V. Kenton, Expert Newspaperman, In Charge of New Department

ST. LOUIS has taken another step forward that will cause the eyes of the world to be focused on her more than ever before. Backed by the Chamber of Commerce, the City and the St. Louis Advertising Club, a news service has been established in conjunction with the Municipal Advertising Campaign, with a view to telling the nation through the medium of the press some of the worthy things this city is doing.

In the past few years, the city has spread its fame abroad through innovation of the open-air municipal opera, the Fashion Show and the Municipal Advertising Campaign. And now comes the news bureau to help broadcast the message that St. Louis is a good place to live in, to work in and to play in.

The news bureau, which officially will be known as the St. Louis News Service, will send out items and news stories to newspapers and magazines at least twice a week. Articles will develop the constructive viewpoint. In addition to the news service, which will be supplied free, special write-ups will feature such things as general industries, civic institutions and improvements.

The need of such a bureau, or news service, has been apparent for some time, as it is generally known that the press association wires carry only a small percentage of our news. Scores of worthwhile and printable items go to waste each week, as far as the outside world is concerned. It will be the duty of the St. Louis News Service to supply these items in a way to make certain of their publication.

Included in the news service will be a photographic service, to be established a little later on, to supply pictures to daily newspapers, rotogravure sections and magazines. This age is essentially a picture age and good, clear photographs of interesting things about the city will go a long way toward conveying the message to the outside world of our achievements.

The office of the St. Louis News Service has been established in room 827 Buder Building, Seventh and Market streets, and will be under direction of G. V. Kenton, who will have one assistant. Mr. Kenton has had a wide experience in the news field, having lately been on the staff of the Los Angeles Times and having been City Editor of the St. Louis Star for a number of years. He has been in St. Louis journalism for fourteen years and is known as a keen observer. He is a graduate of the School of Journalism at the University of Missouri, having finished there in 1910 with honors.

It is believed the establishment of the news service enterprise will prove a great aid to the annual municipal advertising campaign and be instrumental in bringing many new industries and new citizens within our gates. The mere fact that St. Louis items appear frequently in the newspapers

throughout the country will tend to show the city is wide-awake and progressive.

As the scope of the service grows, it is planned to supply editors with special articles on current topics written by leaders in various lines of endeavor. These articles will deal with industrial, civic and economic problems and will be full of helpful material.

"There is no other method by which a city can become so outstandingly known as through the press," Mr. Kenton states. "But there should be some shaping hand, some guidance in the assembling of the news, otherwise a perfectly good city may gain a reputation not entirely to its credit. Take the city of Hollywood, Cal. Everybody has heard of Hollywood, but it has gained a bad reputation through the magnified movie colony stories that have emanated from there.

"Had there been some attempt by a civic organization or the city itself, at the outset, to shape the news and handle it merely on its true news value without undue coloring, Hollywood would have a different reputation.

The shaping of the news does not imply suppression or omission of articles; it means the placing of the uplift view on the day's happenings; the stressing of the bright side of life instead of the dark.

"The psychology of this is well illustrated in the police departments of many large cities, in which the chiefs of police have

obtained co-operation from the press in playing up the worthy things done by the police in suppression of crime, rather than the spectacular things done by highwaymen and burglars. It is a well-known fact that every new method of crime is followed by a wave of others similar to it, chiefly because readers have learned of the idea through the press.

"The chief duty, then, of the news editor for the city is to place the constructive viewpoint, instead of the destructive, on the majority of the news. But not all articles can be boost material. If it were, the editors would look upon it as pure press agent work and hurl it into the waste basket."

The St. Louis News Service is maintained half by contributions from leading business men and half by the city, the fund being provided for in the annual appropriation made for the municipal advertising campaign.

The membership of the Municipal Advertising Committee, which originated and is sponsoring the St. Louis News Service, is: Henry W. Kiel, Mayor; Louis Nolte, City Comptroller; Walter J. G. Neun, president Board of Aldermen; W. T. Findly, secretary to the Mayor; John A. Bush, president Brown Shoe Company, chairman; Paul V. Bunn, general secretary Chamber of Commerce; Fullerton Place, president

(Continued on Page 22)

The St. Louis News Bureau

THE innovation of a news department in conjunction with the Municipal Advertising Campaign is a progressive step that for several years has been fostered and gradually worked out by leading publicists of St. Louis. The development will be watched keenly by all of them and by community publicity directors of other cities, for the beneficial results that are expected to follow establishment of the bureau, doubtless will be inestimable.

As City Editor of the St. Louis Star for a number of years, Mr. Kenton, director of the bureau, acquired a knowledge of St. Louis affairs and institutions which will serve admirably in preparing stories of a constructive nature for publication. All of those who have made a study of the project and are familiar with its potentialities feel that St. Louis is to be congratulated on this important development.

Reduced Fares to St. Louis Granted for Merchants' Spring Market Week

Early Arrival of Hundreds of Buyers from All Sections of United States Planned for by Wholesale Houses and Manufacturers—Large Stocks Laid in by St. Louis Firms

ANTICIPATING the early arrival of hundreds of retail merchants from every section of the United States who will be in St. Louis for their spring buying early in February, wholesale dry goods firms and manufacturers of the wholesale district have completed the acquisition of gigantic stocks, which will give this market, it is expected, the greatest stock of merchandise in all lines, to be found in any one market in the nation.

The wholesale firms expect buying to be heavy because of the demand for spring merchandise apparent now, with advance orders aggregating hundreds of thousands of dollars, being received by the firms daily. Naturally, preparations have been made accordingly.

Buyers of the St. Louis firms have been in practically every nation of the world getting together their stocks and, in addition, the lines manufactured here are the brightest and most appealing turned out in this city, those who have seen advance showings, state.

A general improvement in business has been noted by all wholesale firms during the past several weeks. This condition exists in almost every section, and is attributed mainly to the increased prosperity of the farmer, whose products now are bringing better prices than have been had for some time. While the volume of advance orders being received is satisfactory, yet the greatest business coming in at this time is in "fill-ins" and re-orders, which is construed as meaning that the stocks of retailers are very low and that not only will the amount of future orders increase from now on, but the market business done during the house buying season will far exceed that of other years.

Retail merchants are having a constantly growing demand for goods, it is said by salesmen who have been in from road trips during the last few days. All of them at this time are getting their stocks in shape. Invariably, retailers are experiencing a great improvement in business over last spring and the early months of last fall and this is reflected in their purchases at the present time.

It is largely on these premises, also, that the wholesale firms here have prepared extensively for the spring buying season for the merchants of the St. Louis trade territory particularly are generally said to be in a better condition in every way at the present time than they have been for some time past.

The railroads in Western Passenger Association territory in the states of Illinois, Iowa, Kansas and Missouri, also the railroads in Southwestern Passenger Association territory in the states of Arkansas, Kansas, Missouri and Oklahoma have granted reduced rates on the certificate plan and will sell tickets to St. Louis for the Merchants Spring Market Week at St. Louis as follows:

February 2-February 7, inclusive; going sale dates; January 31 to February 7, inclusive; final honoring date, February 11, 1925.

Passengers purchasing tickets at the normal one-way fare to St. Louis during the period outlined above should procure from the agent from whom they buy the tickets a certificate

or receipt (a separate receipt for each ticket) which when presented to W. L. Kingdon, the validating agent of the Merchants Spring Market Week, at the headquarters of the Merchants Transportation Association, 953 Century Building, Ninth and Olive streets, St. Louis, will be validated entitling the holder to purchase a return ticket at one-half of the regular one-way fare via the same route as travelled on the going trip. This will apply where the one-way fare is 67c or more.

Incidental with the buying season this spring, the semi-annual convention of the American Retailers' Convention will be held in St. Louis. Details of this convention will be formally announced in the January issue of "Greater St. Louis".

Aaron S. Rauh, vice-president of the Rice-Stix Dry Goods Company, in discussing the outlook for spring business, said stocks of retail merchants are lower now than they have ever been and that, coupled with the consumer demand that is now apparent, this is certain to produce a huge volume of business

Reduced Fares to St. Louis

THROUGH efforts of the Traffic Bureau of the Chamber, in conjunction with other agencies, merchants coming to St. Louis from a number of states in our trade territory will receive fare and one-half rates. This is expected to be a great factor in bringing a great number of retailers to the city during the spring buying season.

In addition, sessions of the American Retailers' Association will be held at that time and hundreds of additional merchants will come to St. Louis to attend them.

The greatest factor of interest to retail merchants, however, is the extensive planning St. Louis firms have done for the spring season. Stocks of all firms here are said to be the most complete ever assembled in this market and ample provision has been made to fill every possible need of every merchant.

during the market season.

"The agricultural situation is better than it has been for some time and workers generally are receiving high wages," Mr. Rauh said. "Accordingly a certain demand for goods will be had. The stocks of all the wholesale houses are the largest and most complete ever assembled in this market, because of this bright condition.

"The volume of immediate business being done now has never been better, it being the experience of this firm that a great part of this business is 're-orders,' indicating rapid turnover of rather small stocks.

"The stability of cotton prices and the utter absence of wide swings has given prices a stability that inspires the confidence of every one. Merchants throughout the nation are optimistic and the outlook is brighter at this time than it has been for some years past.

"The cheapness of money is a vital factor in the commitments merchants are making for spring delivery and the feeling is general among merchants in every section that there will be a large demand for merchandise this spring.

"There is a tendency among merchants also, to buy in greater quantities and to dispense more or less with the hand-to-mouth basis of buying. This season, they are making more liberal provisions to meet the expected great demand."

The Business Situation as it Really Is

*Outlook for Business in St. Louis Territory
Most Promising for Spring, Not Coming in
"Bunches", but Rather in Steady, Even Stream*

By Archer Wall Douglas

AMONG writers on economic subjects it still continues to be the fashion to prophesy a prosperity which is near at hand, for all facts and statistics point that way. That is until you analyze them and get their real significance. There is steady, tho gradual increase of production in practically all lines of industrial life, because of many orders now coming in. Many of these orders are for future wants rather than for present needs. For at this time of the year, business is likely to go into winter quarters for a brief space until an account of stock is had, a reckoning made, and we find out "where we are at".

Then the record breaking run of the stock market since the Presidential election is cited as a forecast of what will surely happen in the world of business. Yet there was quite an upward movement in stocks last spring and early summer, but the course of business made no response later on. In sober truth, there is no uncanny prescience in stock market movements, for they merely register the opinions and beliefs of the financial community who sometimes guess wrong, the same as other folks.

There is also more money in agricultural sections than at any time since 1922, but the farmers are not spending it save for things they need. The banks in Kansas and Nebraska are full of deposits of money for which they are seeking safe investment, for the farmers are letting it lie there idle. The answer to these things is very simple. It is the breathing time of day in business and consumers, in general, are laying off until after the first of the year.

What they will do next will depend principally upon the price of goods. There is a widespread resistance to higher prices, but sooner or later, this feeling will have to take the facts of the situation into account. Cotton cloths and wool goods are up to stay because their raw materials are scarce, or just enough for actual needs, and we have the choice of paying somewhat higher costs or continuing to wear old clothes.

This probelm will naturally solve itself in time, but not all at once. Leather goods are higher because hides are up, for they were much too cheap, nor do they show any sign of going down in the near future. Iron and steel products have advanced moderately, and advances are confined largely so far to raw materials and very staple lines.

It always takes time for the buying public to adjust themselves to rising prices, but it comes ultimately unless the prices are unjust and unfair. Usually we come to the decision of Maria Theresa in the Partition of Poland, as described by Frederick the Great: "She wept but she took".

If there are no signs of imminent prosperity, it is none the less true that better business is due to come with the beginning of spring. And for the very good reason that the buying power of the people in the St. Louis territory, especially in the agricultural sections is, far larger than it was last year, or has been for some time. This is particularly true of the South because of a cotton crop that is now estimated at 13,153,000 bales, or the largest since 1920. In the St. Louis Territory, omitting Texas, the crop is nearly twice as large as in 1923, and will bring more money as a whole, than last year, altho the crop of a year ago sold

at a higher price than now prevails. Meanwhile, Texas has the promise of the greatest crop it has ever grown, or 4,770,000 bales.

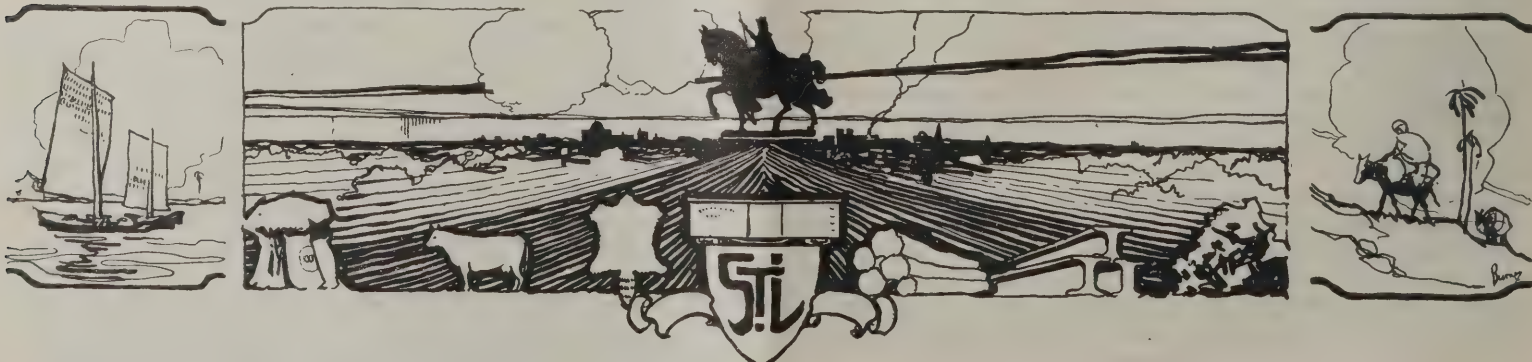
There is still much of the crop to come on the market, and it has always been true that the effect upon business of the harvest of one year is never fully felt until the following spring. Another feature of this year's cotton yield is that it is very generally and evenly distributed over the entire St. Louis cotton growing territory. There are practically none of those strong contracts of failure and of good yields, side by side, that characterized last year's crop. This is also true of the grain sections where general conditions stack up far more

(Continued on Page 30)

Survey of St. Louis Territory

MR. DOUGLAS, in the accompanying article, has given an encouraging account of conditions in the great territory served by St. Louis, which is based on a detailed study of the situation just concluded by Mr. Douglas.

It is a true picture of the situation because it is based only upon facts of real significance, which nearly always point unerringly to the trend business in the immediate future will take. Although business, as Mr. Douglas points out, now is in "winter quarters" for a brief space, while stock accountings are being had, yet the acceleration of demand and production in most lines now is upon us and will gradually become more and more pronounced.



Efficacy of U. S. Mail Service Depends Largely Upon Assistance From Mail Users

Postmaster, in Article Written Especially for "Greater St. Louis," Points Out Need for Detailed Information Concerning Mails Among Those in Firms Who Handle It

By LOUIS ALT, *Postmaster of St. Louis*

THE greatest task that any postmaster has to perform in connection with business institutions is to thoroughly impress upon them the fact that the postal service begins in the mailer's house and that it is necessary for them to attach the same importance to their mail that is attached to it by those engaged in the work of handling it at the post office. For many years an impression has existed in the minds of a great many patrons that anything they do that the post office could do, in order to have their mail properly prepared, dispatched and delivered, is a violation of the rules governing their business and doing something for the government that they pay for when they purchase postage.

In making appeals to postal patrons for co-operation, an endeavor is made to impress upon the responsible heads of business houses the fact that the postal service belongs to them and they are told that we are primarily interested in having their mail sent out so it will arrive at its destination at the earliest possible moment and be delivered in the best possible condition.

Classification of Mail

The importance of having mail properly classified is never too often impressed upon the postal patrons.

If samples or specimens of all classes of mail matter were submitted for a ruling before mailing, particularly when mailed in larger quantities, much embarrassment would be saved the mailer. This is often noted when additions to or enclosures are made with second, third or fourth class matter. Too much is taken for granted. A word is inserted, here and there, by some one not responsible for the postage account or interested in expediting the delivery, that changes the classification, thus causing delay or resulting in loss of trade due to the collection of postage due from the customer, whether he be actual or prospective. Or just at the last moment some one inserts an extra sheet, envelope or order blank that runs the weight over that originally intended.

Too many times this is not discovered until the mail is deposited in the post office and it has to be returned to the sender. From this we gather the importance of

Educating Employees in Business Houses

The Post Office Department is constantly carrying on a program of education among postal employees for the purpose of better qualifying them to handle all classes of mail matter in order to render the most satisfactory service. Employees are constantly instructed in the various classes of mail matter, enabling them to distinguish the finer points that divide the various classes. It has been found necessary to make this system of education continuous and thorough because of the changes being made in the regulations from time to time, and also because of the danger of overlooking important features of the regulations of the service that vitally concern the mailer.

It is the purpose of the Post Office Department to have every employee in the service an expert, and the importance of the mail is ever kept before him. If the same methods were adopted in every business house, errors could be decreased to a minimum.

Postal employees, of course, make some errors, but it is the desire of the Post Office Department that they reach such a state of efficiency they will make none. Of course, this is

impossible, as "to err is human". But it is due to the system of education and close and careful supervision that these errors have been reduced to a large extent.

So if it is necessary for the postal service to give such positive attention to the educational features, it naturally follows that business concerns can profit by adopting the same methods of education that would qualify every employee in their mailing department to properly prepare their mail.

It has been frequently found that mail room managers are well informed on matters pertaining to the mail of the house where they are employed but that those who actually handle the mail, determine the amount of postage, the proper weight, packing, addressing, sealing, etc., are not informed on any of these matters as they should be and have never taken any interest in informing themselves. What they do is done because they saw or thought they saw some one else do it in that way, and not because they had any personal knowledge of the actual requirements or necessities. The most important thing, therefore, for every house to do is first to see that every employee, from the errand boy up, understands about the mail before it leaves the house and after, as well, until it reaches the post office.

Therefore, every business should take advantage of every opportunity of observing the manner in which the mail is handled at the post office and not the vastness of the system and the wonderful speed and accuracy with which it is handled. This would impress the value and importance of mail matter upon them, as nothing else would. We constantly urge managers of large concerns, also department heads and mail managers, to visit the local post office and make a tour of inspection, having all the phases of mail handling explained to them.

Our outside representatives and station superintendents visit larger mailers and endeavor to obtain their co-operation, and these visits are usually attended with good results. Our experience has been that a personal call is much more satisfactory than correspondence.

Addressing Mail Matter

Careful attention to the details of proper addressing would bring about greater efficiency in the postal service. Too often insufficient attention is paid to this feature. This is particularly true in the case of stencil addresses which are not clear.

Thousands of these stencils reach post offices daily, which can not be deciphered at all, or which require a great deal of time to read, thus delaying delivery of not only mail of this nature but also interfering with the progress of other and perhaps more important mail. Even after much of this matter reaches the letter carrier, he has difficulty in determining the name of the addressee or the street address. Many firms have a poor stencil system, a fact which, in many cases, is not known to those responsible for the success of the business. This particularly applies to large publishers of papers and periodicals. The addressee does not appreciate having his name poorly printed or improperly spelled. Nothing offends more certainly than to receive a letter from a large business house with the addressee's name incorrectly spelled or the entire address blurred or illegibly written or printed.

(Continued on Page 27)

Eighty Per Cent of Retail Failures Last Year Due to Controllable Causes

General Secretary, St. Louis Chamber of Commerce, Points Out How Merchants Can Effect Direct Saving by Buying in St. Louis

By P. V. Bunn

LAST year there were about 17,000 retail failures in this country. Mercantile Agencies agree that 80 per cent of them were due to causes over which the retailer had control. In other words, over 13,600 of those failing merchants had it within their own power and knowledge to prevent failure, but through inefficiency in merchandising, or failure to keep expenses within bounds, they lost out!

Below is shown one of the ways that make for such failure. Add a few more, like having too many employes, or delivery wagons, paying 20 per cent too much rent, negligence in collect-

St. Louis. That amount is 5.5 per cent of his total purchase of \$3,500. How many retailers do you know that fail to make over 5 per cent net on all their purchases? Many of them don't make 3 per cent; and some of them, unfortunately, make nothing at all.

Now, I want you to consider the deadly parallel columns as to the **expense** which he incurred in going to New York, and the **saving** he would have made had he stopped in St. Louis to make his purchases. Here are the figures:

Oklahoma City and St. Louis vs. New York on Purchase of \$3500 in Merchandise.	If purchased in New York.	If purchased in St. Louis.	Saving by Stopping at St. Louis.
Round trip railroad fare	\$111.38	\$39.06	\$ 72.32
Pullman fare	33.76	12.00	21.76
Time for shipment to arrive	8 days	3 days	5 days
Interest on \$3500	(5 extra days) 3.75	3.75
Freight (1000 lbs.)	(@ 3.635) 36.35	(@ 1.975) 19.75	16.60
Meals, @ \$4.00 per day	(8 days) 32.00	(4 days) 16.00	16.00
Your extra time @ \$10.00 per day	(4 days) 40.00	40.00
Hotel room, @ \$5.00 per day	(4 days) 20.00	(2 days) 10.00	10.00
Incidental expenses	24.00	12.00	12.00
	<hr/>	<hr/>	<hr/>
	Total \$301.24	\$99.05	\$192.43

In explanation of the statement that it will require at least 4 extra days of your personal time if you go to New York, two of these days will be consumed enroute, while it will take 2 more days to cover the same ground. For instance, if you want to buy a general line of, say, pocket books, you would have to visit five or six different houses in New York, while in St. Louis you could buy all of them from one house. Averagely speaking, the St. Louis market is more compact.

ing bills due you, or buying more goods at one time than you can sell in six months, and, first thing you know, "Old Man Failure" will be looking you right in the eye!

The suggestion herein should be of value to all retailers, but especially to those located south or southwest of St. Louis:

An Oklahoma retailer went to New York and bought \$3,500 in merchandise. That man could have bought just as good merchandise in St. Louis, at just as good prices; and our wholesale firms stand ready to prove this to him, at any time.

The example above shows a saving of \$192.43 that the merchant would have made if he had bought his goods in

By this one transaction the Oklahoma retailer placed himself where his competitor across the street, who **did** buy in St. Louis, could undersell him by 5 per cent, and **still have as much net profit left!**

Why throw this money away? Why not stop in St. Louis and save it all?

If you merely want to go to New York for the trip, you wouldn't have to make many savings like that before having enough money to take the whole family down there for a vacation.

Worth thinking about, isn't it?

Retail Selling Ideas and Inspirational Items that May Prove of Value

New Methods, General Sales Helps and Articles of a Generally Helpful Nature in Helping Build Successful Business Career

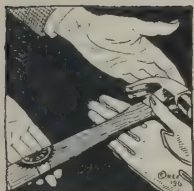
The Morgue

"What is that new cabinet you have in the back part of the store?", we asked our friend who is the live-wire retailer the other day. "That's the morgue and it's a great institution," he answered, quick as a flash. "What is it for?", we queried, which was a natural question.



"Well, you see we pride ourselves on carrying only quality merchandise here," he began explaining. "So many of our customers come in here and express surprise that our prices are somewhat higher than those which some of our unprincipled competitors charge for but very shoddy merchandise. To simply tell these people that our goods more than justify their extra price does not always persuade them. Hence this 'Morgue', as we have dubbed it. In it we place one sample of each type of goods of other manufacture which often gives us trouble of this sort. Place it side by side with kindred but high quality product which we are offering and the difference is apparent at a glance. Many, many sales are the result. We would not now be without our little Morgue for anything. It is one of the very best sales helps we have."

Put It in Their Hands



Pride of possession is so strong an influence as to be sometimes well-nigh ridiculous. Question the average motor car owner, even yourself, if you happen to be one, why his or your loyalty to his or your car is so staunch, and the answer will either be insincere or else not a thoroughgoing explanation. All other things being equal, we tend to justify our own judgment in making a purchase, particularly if it is one the cost of which runs up into real money.

But Pride of Possession may be and is used as a selling influence even where ownership does not rest or, at least, has not as yet passed. "You can look, but you mustn't touch" would be just about the most short-sighted type of sign for a merchant to hang up. Rather the thing to do is to get the goods in the prospective customer's hands, even if he or she is not over-inclined to take them, because Pride of Possession begins to get in its fine work right where the Sense of Touch begins to register. Indeed it cannot easily apply until that Sense of Touch does go into play.

A hammer in the customer's hands is worthy many more than two on the display rack or even in the seller's hands. It is only when the Sense of Touch begins to demonstrate that hammer's finer points of weight and balance and finish that it can do justice to itself at the point of sale. And at that instant the possessive "out" in the seller's mind begins to be eclipsed by "my" in the customer's mind.

Let them have the goods in their own hands. The vastly increased resultant sales will far outweigh the costs of a few finger marks on stock which may, but probably will not, result.

Coffee Cows

The little town of Springfield, Kentucky, has been sharply divided into two camps as regards the acceptance or non-acceptance of the Theory of Evolution. Friendships of lifetimes have been broken. Neighbors do not speak. And the pro-Darwinians have had about as much to do with the fundamentalists as oil with water.



There can be no question at all that man has "evolved". The whole question is as to what stage of his development he began this vastly interesting process. But, whether that beginning was as amoeba or Eden dweller, he certainly has "evolved" and the process is worthy of scientific study.

And the same thing is true of merchandising conditions and processes. They, too, are continually "evolving". The condensed milk manufacturer today, for instance, who remains blind to the fact that there are today 3,000,000 coffee cows and 750,000 tea cows in this country will not long remain in business. It requires that many cows to provide the cream for the coffee and tea which the nation drinks. Forty billion ounces of cream used in an equal number of cups of coffee represents one-eighth of the milk production of the country.

The modern business man must keep abreast of "evolving" conditions in his industry. He can do that best through the business associations and the business papers of his industry. Then, if he blinds his intellect to the facts, he is too much of a fundamentalist for success in business anyway.

The Substitution Evil



The day is coming when the customer will shun and boycott the merchant who tries to substitute other goods in the place of those which are asked for quite as persistently as he now would the merchant who might attempt to sell other than upon a one-price basis, collecting one charge from one customer and another from another.

Already the private-brand evil is largely dying out. The retailer who prefers to sell a line of goods stenciled or labeled with his own brand-name is far less frequently met with. The reaction has set in. In Jersey City, for instance, there are hundreds of drug stores in which conspicuously hang signs which read: "You Get What You Ask For Here".

"But here is something just as good" is coming to be a phrase which, if used by a merchant, acts much like waving a red flag in front of a bull upon his customer. The latter has come to have enough knowledge of the fundamental economics laws of merchandising to know that standard brands are standard because they have earned and have continued to deserve such a reputation. The consumer has also come to a realization that, from the point of view of equity, the manufacturer and advertiser have a moral and legal right that the demand for their goods, created by them, shall not be diverted to other goods, and to other manufacturers who not only may not have won out in the battle for recognition but who, neither because of their efforts or the qualities of their products, may not have even raised their fingers to deserve such a right.

(Continued on Page 15)

Firms in Most Lines Have Greater Volume This Year Than in 1923

Executives of Leading Firms Expect 1925 Will Show Much Greater Increase, with All Lines Optimistic over Outlook for First Half of Next Year

FIRMS in many lines, reporting on business as they have found it during 1924, state this year has exceeded 1923 in volume and all of them expect a greater percentage of increase for 1925, according to expressions made in response to a circular letter sent out by "Greater St. Louis".

Expressions from leaders of the various lines covered by the questionnaire follow:

A. J. Siegel, President, Huttig Sash & Door Company: "1924 as to volume in dollars and cents shows a slight shrinkage as compared with the preceding year as selling prices were on a lower basis than during the year 1923. We are looking for a good business during the first half of 1925. Conditions with us are about the same as they were during the first part of the year. If our selling prices would have been on the same basis as during the year 1923, we would have shown an increase of 10 to 15 per cent in our volume of business."

Edward Mallinckrodt, President, Mallinckrodt Chemical Works: "1924 has been a fairly good year with us and business has shown an increase over 1923. We are looking with confidence into the future and believe things will be much better from a business standpoint."

H. J. Reinhardt, Secretary, Frank Adam Electric Company: "1924 shows an increase over the previous year. At the present time conditions are better than they were during the first part of this year. For the first half of 1925, all indications point to better business even than what we enjoyed during 1924. Since our business is directly dependent on the building industry, and since building activity all over the country is in good shape, we are rather optimistic about the immediate future."

Horace M. Swope, Swope Shoe Company: "With seasonable weather, conditions should begin to improve materially the early part of 1925. Conditions at present are decidedly better than they were the first part of the year, due primarily, we believe, to seasonable weather rather than to any other special reason."

Hanford Main, Sales Manager, Loose-Wiles Biscuit Company: "Our 1924 sales will show a very slight increase over 1924—about 2 per cent increase. We see no reason for a recession in business the first half of 1925 and anticipate as good or better business than the first 6 months of 1924."

L. D. Vogel, Vice-President and Secretary, Charter Oak Stove and Range Company: "Our business for 1924 will undoubtedly show an increase over 1923. It will not be a very great percentage but as we were satisfied with 1923 and have already surpassed it in volume for the same period, we

feel sure that the closing month of the year will not show a loss to offset the gain. It is difficult to foresee what will happen in the future particularly in the first part of the year but we are confident that we will have at least a normally good business and we look forward to a very satisfactory volume for the year 1925."

A. Landau, Landau Cabinet Company: "While our 1924 volume will not equal that of 1923, we believe conditions generally are showing signs of improvement."

J. F. Queeny, Chairman of the Board, Monsanto Chemical Works: "Our business for the year 1924 will show a considerable increase over 1923. We anticipate an active and larger business for the year 1925. Business conditions are very materially better and brighter now than at any time during the past two years, as the railroads and the big industries are taking hold with a vim, as a result of the election, which clearly indicated that lower taxation and less legislation is desired, so that everyone can go ahead with their business without fear of being hampered by the passage of any of the obnoxious laws exploited so much during the last year or two."

Eugene F. Olszewski, Secretary, American Packing Company: "1924 has been much better than 1923 and present indications are that conditions will continue to improve."

R. E. Loff, Heywood-Wakefield Company: "1924 business was about 30 per cent over 1923 and the outlook for 1925 is splendid. Already a large volume of business has come in for shipment in January, February and March, and we look with confidence into the future."

Oscar Schroeter, President, Schroeter Bros. Hardware Co.: "1924 will show an increase of from seven to ten per cent in our business although conditions are far from good. In my opinion it will be some time before buying is normal. Weather conditions have retarded buying and at this time the first few months of 1925 do not promise to equal sales of a similar period this year."

B. S. Thompson, Vice-President, Hoyt Metal Company: "1924 will not show an increase over 1923 with us. In fact, a slight decrease in volume of business has been experienced. However, we anticipate a slightly better market for the first half of 1925, although nothing particularly good is imminent. The first of 1924 was a remarkable year for us up to May, at which time it dropped very suddenly, and has been gradually picking up since."

(Continued on Page 20)



Large Department Stores of St. Louis Buy Great Quantities of Goods Here

Since World War, Percentage of Merchandise Bought by Retail Stores of this City from Manufacturers and Wholesalers, has Increased

BECAUSE of the growing importance of St. Louis as a manufacturing and distributing center, the four largest department stores of this city now are making a larger amount of their purchases from firms of this city than ever before, as shown by a survey just concluded by the Chamber of Commerce.

The purchases of these stores cover all lines, including boots and shoes, dry goods, men's and women's ready-to-wear and accessories, novelties, piece goods and many other lines of merchandise.

This is brought about largely by the fact that a new wage level has been prevalent since the war, by which the middle west is on a parity in this respect, with New York City and other large manufacturing centers of the East. Prior to the war, the Eastern manufacturing centers had an unending source of labor to draw from and wages were lower in those districts than they were in cities of the middle west.

Always, however, St. Louis competed successfully with the Eastern manufacturers, for while prices on some lines made here were somewhat higher, due to the greater labor costs, yet the lines made here were sturdier; they were usually of better materials and thousands of merchants preferred the St. Louis-made lines to Eastern lines, even though there was a fractional difference in the cost.

Now, however, with the more equitable wage basis, prices on lines made here are as low or lower than the prices of Eastern lines, and St. Louis now has the better of it, with its better-made goods.

As a result, the buyers of the large stores of this city have more and more turned their attention to the opportunities this market affords in their lines, and the business done with the department stores and other large retail establishments has grown rapidly.

Only recently, the head of one large department store in an address to his buyers, pointed out the advantages of their buying in St. Louis and suggested that they make frequent trips among St. Louis firms to keep in constant touch with the various lines.

Figures from the four leading department stores of the city, giving the number of local manufacturers and jobbers from whom they have bought within the past year and the total volume of that business, show a total of fifteen hundred different accounts, the total volume being about one-half of their total retail sales of \$60,000,000.

Some lines of merchandise, such as foreign importations, obviously could not be bought in St. Louis by the larger stores. Outside of such items as these, the percentage of goods bought

by the large stores in St. Louis from the wholesale firms of this city, runs strikingly high.

The large stores of St. Louis have always bought much of their goods from St. Louis wholesalers, but it is only recently that they have concentrated the buying of so many of their manufactured lines here.

Increasing Patronage of Large Retail Stores

THE increasing importance of the volume of business being done by St. Louis' wholesale firms with the larger retail firms of this city, is not only highly complimentary to the wholesale houses but it is a matter of considerable importance to the city generally.

The large retail stores of St. Louis are looked upon by shrewd business men throughout the United States as institutions of expert operation and merchandising. The buyers at the heads of the various departments are recognized authorities in their lines, who know international markets in detail.

These buyers, of course, are not buying more and more from St. Louis houses for any reason of sentiment. They patronize this market only because their needs can be filled here better than elsewhere. Their increasing recognition of this market can mean only one thing—that in reality St. Louis is "The Market of Values".

More recently, also, it has become a custom for the larger stores of other cities to send their buyers to St. Louis for goods. As one instance, the entire buying organization of William Filene & Sons Co., of Boston, attended this market last year. During their visit these buyers bought several carloads of goods; and announced that, hereafter buyers from that firm will visit the St. Louis market regularly.

Throughout the East are stores which are handling St. Louis-made lines, and most of the St. Louis houses, instead of confining their efforts to the South and Southwest, now are covering the entire United States, and some foreign countries.

It has become the custom of proprietors of groups of stores throughout the United States also, to send large delegations of their buyers to this market during the buying season. These delegations alone, each season, buy many carloads of merchandise from St. Louis firms. This applies to all lines of goods manufactured and jobbed in St. Louis.

The shoe houses of St. Louis, of course, ship their goods to every civilized country. The shoe industry, as other in-

dustries in which St. Louis leads the world, began in a comparatively small way here. But in every pair of shoes shipped out by St. Louis firms, the honest workmanship and good quality were always apparent and soon, the demand for these shoes grew by leaps and bounds.

The men's wear market of this city now is expanding the same way, one manufacturer of men's clothing now shipping his finished product into the very towns of New England where the woollens were made in the mills.

This particular firm only a few years ago was covering just the states generally considered the regular St. Louis trade territory. Expansion of this territory came rapidly however, and now this firm is selling St. Louis-made clothing in every state of the nation. This condition is true of shirts manufactured here also, and gradually every line produced here is receiving the consideration of retail buyers in practically every section.

Most of the manufacturers and heads of wholesale firms look upon the new era of development of this market as only the beginning of a period of progress which will establish the St. Louis market as headquarters for the United States.

Machinery Exports to Japan Show Great Increase

REACHING total figures of \$6,314,516 for the six-month period ended June 30, 1924, industrial machinery exports from the United States to Japan have increased approximately seventeen per cent over the corresponding period of 1923, when total shipments amounted to \$5,387,710, according to the Industrial Machinery Division of the Department of Commerce. This is a partial recovery from the decline in 1923 when exports of American machinery to Japan dropped nearly \$2,500,000 from figures of \$14,256,017 for 1922. Types of machinery which have shown favorable increases during the current year are power-generating machinery, except electric, construction and conveying machinery, metal-working machinery, and other miscellaneous industrial equipment.

Exports of power-generating machinery, except electric, rose from \$390,747 in the first half-year of 1923 to \$579,416 for the corresponding period in 1924. Shipments of steam boilers increased from practically nothing to \$48,995; internal combustion engines over 10 horse-power gained from \$32,151 to \$84,047, while other gains in the power-generating machinery group were injectors, gauges, and other boiler accessories, from \$14,720 to \$58,614; mechanical drive turbines from \$195,259 to \$218,227, and internal combustion engine parts and accessories from \$1,030 to \$59,811 for the first half years of 1923 and 1924. Steam engine accessories and parts declined from \$54,812 to \$26,695 during the same periods.

American exports of construction and conveying machinery to Japan which declined over \$600,000 in 1923 compared with 1922, increased approximately 26 per cent during the first six months of 1924 over the corresponding period of 1923.

Exports of metal-working machinery which increased slightly in 1923 over 1922 increased 78 per cent in the first half of 1924 over the same period in 1923. Exports of lathes nearly doubled during these periods; exports of milling machines gained from \$9,975 to \$68,019, boring and drilling machines from \$14,890 to \$52,829 and thread-cutting and screw machines from \$6,846 to \$51,836.

In 1923 Japan ranked third among the countries of the world as a market for American machinery, following Canada and the

United Kingdom. Japan ranked second in 1922, absorbing more than \$14,000,000 worth of industrial machinery from the United States. Japan's position has gained steadily in importance from 1910 when that country was in tenth place with machinery exports from the United States amounting to \$1,741,402.

A factor in the increase in exports of "miscellaneous other machinery, except agricultural", is the gain in exports of paper and pulp mill machinery, from \$257,642 to \$471,274 for the first half-year periods of 1923 and 1924, respectively. Flour and grist mill machinery exports rose from \$68,343 to \$93,256 and shipments of air compressors from \$181,637 to \$233,944 during the same period.

Carl J. Baer Chamber Delegate at Meeting

CARL J. BAER, President, Standard Unit Navigation Company, attended the National Rivers and Harbors Congress held recently at Washington, D. C., as a representative of the St. Louis Chamber of Commerce.

The question of the development of inland waterways was extensively discussed and there is no question but that the needs of the Mississippi Valley in waterways transportation are appreciated. An extensive program of development was discussed in detail at the various sessions.



Why Not Prevent This?

Seventy-five per cent of the fires of this country are due entirely to carelessness. On your own property there are probably a number of fire hazards which have been overlooked by your men. Our Loss Prevention Engineering Service will locate and tell you how to remove them. Call our new number Main 5550 and ask for this service.

One Way of Getting New Firms Here

SOMETIMES the Chamber of Commerce is asked what methods we use in following up industries that are induced to locate in St. Louis.

Of course, our principal method within the last four years is to follow up inquiries received in response to the advertising nationally done in magazines and papers, but, in addition to this, there are various other ways, and among them are tips given us by our members.

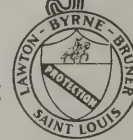
For instance, we were of assistance to a new company which came here a year ago, and the officials of the company were pleased with the treatment they received; so they wrote the Chamber recently as follows:

"Your organization showed our Company so much consideration a year ago when the writer was corresponding with you relative to a possible location for a branch office and warehouse, we now feel we should reciprocate with some information which came to us recently. (The next two paragraphs gave us the names of two firms that are contemplating establishing a western branch.)

"We would prefer to have our name withheld from conversations or correspondence with these parties as each is a customer of ours. But we do desire to be of what assistance we can in building up a bigger and better Saint Louis."

Lawton-Byrne-Bruner

Insurance
Underwriters



Insurance
Engineers

Pierce Building

Insurance against practically every loss that can happen to persons or property

Retail Sales Ideas

(Continued from Page 11)

Third Wind

"The average human being does not use more than ten per cent. of the energy he might," said an eminent physiologist the other day, continuing: "Men the world over have reserves which few use. As the rate of waste augments, so the rate of repair augments. Our Activity-Pace is usually set too low. We need to go beyond the first fatigue and reach a higher level of effort. And, as that higher level is reached, it will be found that it may be maintained as easily as the lower level, as long as decent hygienic conditions are maintained."



The task of selling, of sales work, is a combination which is part physical and part mental, varying with the nature of the work. And what this scientist says as being true of the physical, the blood-and-muscle side of selling, is true, too, of the mental side.

We lazy ones like to satisfy ourselves with the thought that there have been such beings as geniuses in various walks of life. But, when we come to examine the latter and their methods of work, we almost invariably find that their genius was much more the result of hard work and perspiration than of "happenstance" and inspiration. And the same thing is quite as much true of the selling field as of the literary.

We cannot stand still. We only go ahead in any phase of work as the result of the exertion of will-power. Such exertion develops selling ability just as surely as it does biceps. What the average merchandiser needs is more exertion of self, so as to attain his "second wind", even his "third wind", if there be such a thing. Remember that ninety per cent. of selling potentiality is, as a rule, never wheeled into play on the selling battle-front.

Projecting the Plan



Down near Atlanta, in God's own country, as the real Southerner is wont to call it, man is creating, little by little, an eighth wonder of the world, consisting of a giant bas relief, many times life size, cut out of the solid side of great Stone Mountain. The noted sculptor, Gutzon Borglum, is in charge of this almost superhuman undertaking.

The difficulty, at the beginning, was to lay out the plan of this bas relief on the rock. But this seemingly impossible task was accomplished in an ingenious manner. The clay model was photographed and the image on the resulting photographic negative was projected at night by means of very powerful lights against the mountain's side, the latter having first been so treated chemically that it was made sensitive to light. In other words, a mighty photographic enlargement was made against the towering granite wall itself.

The one great difficulty with the older type of merchandiser, who happily is passing before the onward wave of modern merchandising methods which are based on Advertising and Quick Turn-Over, has been his lack of objective, of plan. One day's work was as much like the next day's as two peas are similar. Or else the difficulty has been that, having a plan, such an inefficient merchandiser was that he lacked the ingenuity to find the means of projecting it upon the next day's, or month's or year's work.

"Furs of Dependable Quality"

Exquisite
Collection
COATS,
CAPES,
WRAPS
and
SCARFS



The LEPPERT-ROOS Label

—in any garment is an assurance of perfection
in quality, style and workmanship.

ESTABLISHED 1867

Leppert-Roos Fur Co.

A. G. Solari, President

FURS EXCLUSIVELY

809 WASHINGTON AVE.

Three 80-ton Locomotives Acquired by Illinois Traction System

THREE 80-ton, 1000 horse-power articulated electric locomotives have been acquired by the Illinois Traction System to care for an increasing volume of freight handled by the road.

These locomotives were built in the traction company shops at Decatur, Ill. They were designed in entirety by company engineers. Three articulated under-frames, weighing in the aggregate 29,000 pounds, were manufactured by the Commonwealth Steel Company, Granite City, Ill., and are the first of this particular kind ever constructed. They were designed so that the locomotive could go around exceptionally short curves. The engine is almost 15 feet high and nine feet wide, constructed entirely of steel.

It carries eight motors of 125 horse-power each, and the 160,000 pounds of weight is distributed on its 16 drive wheels in such manner that although the whole locomotive is one-third heavier than any previously used, it bears less weight on the track and roadbed. The motors are air cooled, and controls are arranged in such a way that any of the motors can be disconnected, permitting the remaining motors to be used.

These new engines have been designed to care for the movement of an increasing volume of freight on the traction lines, in line with the company's policy of efficient service to its patrons.

As was announced recently, the traction system also is rapidly expanding its passenger service to towns and cities in its territory. Only recently a number of Pullman observation and parlor cars were added to the road's equipment.

Columbia Cab Company Operating Taxi Fleet

THE Columbia Cab Company is successfully operating a fleet of 25 new cabs in this city. This new Cab Company was organized by the old employees of the Yellow Cab Company and will be unique and different from any cab company now operating in this country in that every driver will be a stockholder in the company. The new cabs will have limousine bodies, giving them the appearance of a private car and four-wheel brakes for added safety in congested traffic. Twenty-five drivers drove the new cabs from the factory of the Premier Cab Company, who built the new cars. A. F. Versen is President and J. C. Maguire, Secretary and Treasurer, of the Columbia Cab Company, with headquarters at 4380 Olive street. Mr. Versen was formerly president of the Yellow Cab Company and promises with his new organization to give St. Louis a new and improved type of cab service.

T. P. Barnett Company Carrying on Building in Other Cities

The firm of T. P. Barnett Company, Architects, are carrying the good name of St. Louis into various localities by notable buildings which they are erecting in all parts of the country.

Some of the recent building operations intrusted into their charge are:

First Trust & Savings Bank Bldg., Harrisburg, Ill.	\$ 300,000
Store & Office Bldg., for Pruett Bros., Harrisburg, Ill.	150,000
Winkler Building, Centralia, Ill.	100,000
Garage Building for Pfeffer Bros., Centralia, Ill.	125,000
Community Building, Nashville, Ill.	
Eden Seminary, Webster Groves, Mo.	1,500,000
Southeast Missourian Bldg., for Nae-ter Bros., Cap Girardeau, Mo.	150,000
First Church of Christ, Scientist, University City, Mo.	200,000
Office Building and Hospital Building for Pittsburgh Plate Glass Co., Crystal City, Mo.	175,000

New York Firm Opens New Millinery Store Here

The J. Leschen Company of New York has located a millinery shop at 407 North 6th street. This company has exclusive millinery stores in the leading cities. The St. Louis store will be under the management of Max Michel.

Commonwealth Employees Give Annual Banquet



Commonwealth Banquet in Chamber Dining Room

APPROXIMATELY 650 employees of the Commonwealth Steel Company attended the annual dinner of the employees' welfare organization of that firm given in the Chamber of Commerce Dining Room. The large auditorium, in which the dinner was served, was comfortably filled and those attending voted the affair one of the most successful the employees' organization has ever given.

Clarence H. Howard, President of the firm, A. T. Morey, General Manager, and Harold M. Pflager were the principal speakers.

The employees' organization of the Commonwealth Steel Company is one of the first such organizations formed by any firm in the United States. Its program of achievements in nurturing the welfare of Commonwealth workers is an impressive one each year and it is largely through the work and ideals of this organization that a zealous spirit of loyalty has been inculcated and developed among all of the employees.

The Telephone Situation

To the Members of the Chamber of Commerce:

The job of merging Bell and Kinloch telephone service is not yet finished. It has been a tremendous undertaking—no bigger project has ever been attempted in St. Louis. Notwithstanding unusually unfavorable weather conditions, due to storms during the summer, the telephone company has carried out its part of the bargain. Telephone service again is upon the standard maintained by the Bell Company before the merger.

But the merger of the Kinloch and Bell properties in this city has not and will not be completed until provisions are made for the proper rates for unified service.

There were three important steps in the consolidation of these properties:

The first was the application to the regulatory bodies involved for permission by the Bell Company to buy the Kinloch properties. That was made some three years ago, and was the result of no uncertain demand by the telephone using public. A definite part of that application to the City of St. Louis and again to the Missouri Public Service Commission was the proposed schedule of rates necessary to furnish unified service. Action on these rates was deferred by the Missouri Commission, although the need for increased revenue was recognized.

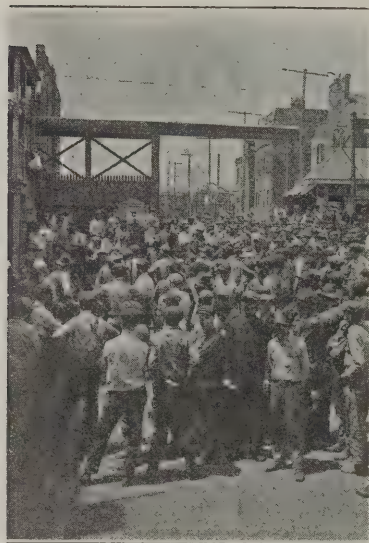
The second stage of the merger was the physical work, which was completed in August this year. This involved the extension of nearly every central office building in the St. Louis exchange; the addition of underground and aerial cables; the enlarging of all switchboards; the addition of many people necessary in the operation of these exchanges; and in money, the expenditure of \$12,366,297. That has all been done.

The merger might be compared to the rebuilding or creation of an entirely new exchange, representing as it does twelve and one-third million dollars. This new exchange, after the necessary fixed expenses are paid, is earning practically nothing. In fact, if the minimum allowance is made for depreciation, it is actually losing money.

The third stage, which actually was an integral part of the first, is this Company's present application before the Missouri Commission for such adjustments of rates as will pay some return on the money that was spent with public approval in the elimination of the nuisance of two telephone services in this community. The rates asked for will produce sufficient additional revenue at this time to protect the service in St. Louis.

E. D. NIMS, President,
Southwestern Bell Telephone Company.

Health Talks Made In St. Louis Factories



Noon Hour Health Talks

INDUSTRY is one of the three important backgrounds which the Tuberculosis Society of St. Louis employs to reach more than 175,000 people in carrying on its activities to prevent tuberculosis and promote better health. The other two are the home and the school.

Health talks, movies, literature and slides are used by the Society to broadcast its health truths in factories and mercantile establishments. Last year more than 48,000 people heard the health message, 80,000 pieces of literature were distributed, and 140 movies were shown. A Night and Day Rest Camp is maintained where working girls who are run down in health may go for six months and regain normalcy through rest, wholesome food, plenty of sleep, recreation and fresh air. The Society hopes to establish a similar camp for boys in the near future. All of the many other activities, which it sponsors, help in one way or another, through home or school, the working man and his family.

The greatest benefit derived from industrial health work, according to factory managers, is the decrease in sickness which in turn means a corresponding decrease in absences on the part of the employees. Absences are responsible for some of the biggest losses, both in output of work and finances, which the industrial firms experience. However, there are many additional benefits. Proper ventilation, avoidance of sweeping while employees are at work, spraying of materials in rag factories, etc., better care in personal health and hygiene, more efficient employees, improved attitudes, and a score of other benefits are reported as resulting from health industrial work.

Industrial organizations are showing their appreciation by "Christmas stamping" their approval of the seventeenth annual health educational campaign. They have set aside this week for the sale of Christmas seals in their firms. In addition to distributing seals which pay the bills for the health activities of the Tuberculosis Society, they will give out educational circulars and show health movies in connection with speeches. One of the most promising signs of increased co-operation on the part of the managers is the fact that now factory time is being given for the lectures instead of a part of the noon hour.

Foreign-born Students To Be Entertained

FOREIGN students attending St. Louis universities and colleges have been invited to attend a reception and entertainment tendered in their honor by the Sales Managers and Foreign Trade Bureaus of the Chamber of Commerce Monday evening, December 29, in the Chamber's dining room.

These students come from practically every country in the world. They plan upon the completion of their courses to return to their native lands, and in order that they might not become lonesome during the holiday season, the two Bureaus have made it a practice, for the past three years, to have them as guests at a banquet and entertainment.

Arthur Sherwood, Chairman of the Foreign Students' Committee of the Sales Managers Bureau, will preside. Short talks will be made

by F. E. Cramer, Chairman of the Foreign Trade Bureau; O. L. Swanzey, Chairman of the Sales Managers Bureau and Walter J. G. Neun, President of the Board of Aldermen.

The program then will be turned over to the students themselves, who are prepared to offer an excellent program.

Sales Bureau to Hold Christmas Party

THE annual Christmas party of the Sales Managers' Bureau of the Chamber will take place in the Chamber's dining room the evening of December 22, which will be attended by members of the Bureau and their families. Each child attending will receive a present.

There will be a Christmas tree—Santa Claus' old toy man—carol singing—Christmas stories by an expert story-teller and then the distribution of toys.

Pride in the Commonwealth

WE TAKE pride in the growth of "Commerce" as reflected in the increased deposits and earnings shown in our statement from time to time.

It is still more satisfying to realize what this constant progress has meant to our customers, our community and our territory.

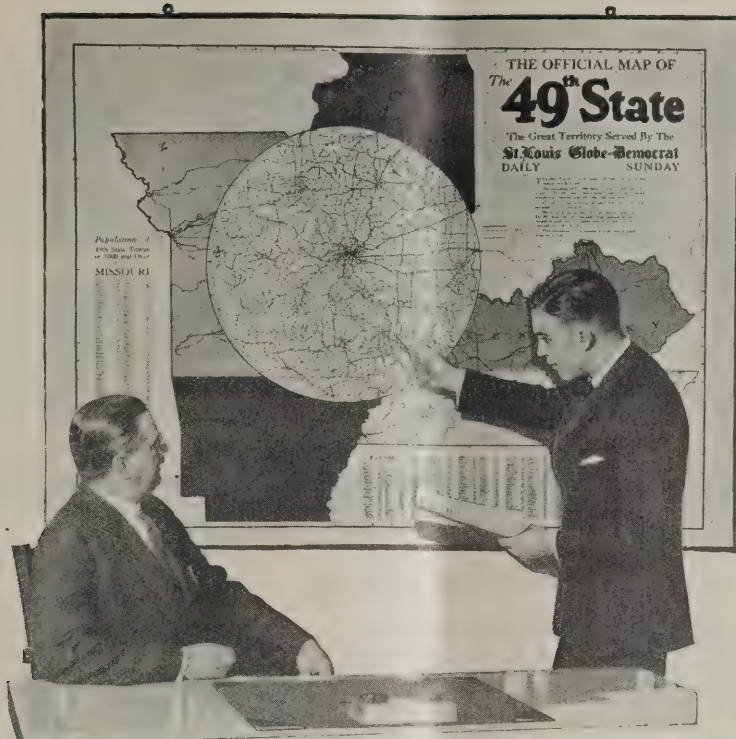
For the growth of this single institution during 67 years has been in proportion to the aid afforded fundamental activities—the expansion of commercial, industrial and agricultural life in the Mississippi Valley.

Some conception of the extent of this public service may be gained by a knowledge of the bank's earnings. *Since 1889, when "Commerce" became a national bank, it has earned and paid to stockholders \$26,460,000.00 in dividends.*

This is not only evidence of sound management, but suggests the vastly greater wealth put into circulation for the common good in order to make such returns.

After all, this is what we are most proud of at the National Bank of Commerce—the opportunity to build as we earn, to constructively aid in meeting the needs, satisfying the ambitions, increasing the happiness and prosperity of our commonwealth.

JOHN G. LONSDALE,
President.



A Valuable Wall-Map for Advertising and Sales Executives

ADVERTISING men and sales managers have been so insistent that the Globe-Democrat has published an official map of The 49th State.

It is now ready for distribution.

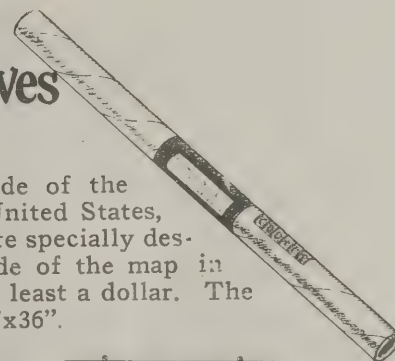
This map has been in preparation since last spring. It was specially drawn for our purpose. Because of its accuracy and its great detail it is, indeed, a masterpiece of the mapmaker's art.

Printed in five colors, it shows not only all towns of consequence in this market, but also the roads and railroads which serve these towns.

An index keys the locations of the towns and lists their populations.

We've insisted on making this the best map of its kind that an advertising man or a sales manager could have. With this map on your wall you can plan your campaign even down to the smaller towns in this rich market.

The reverse side of the map shows the United States, with the 49th State specially designated. This side of the map in itself is worth at least a dollar. The map measures 27"x36".



FRONT



REVERSE

Given Without Charge to Responsible Executives

This map, as you will understand when you see it, is not just an advertising device. It is a handsome and expensive piece of work.

We are willing and eager to put it on walls where it will really serve.

In writing for it, please understand that your sole obligation is to hang it up and use it.

That's fair, isn't it?

St. Louis Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards.....New York
Guy S. Osborn.....Chicago
Dorland Agency, Ltd.....

J. R. Seolaro.....Detroit
C. Geo. Krogness.....San Francisco
.....London

In dealing with advertisers, please mention "Greater St. Louis".

Business Continues to Improve

(Continued from Page 12)

George L. Thorpe, Office Manager, Chevrolet Motor Company: "Business at the present time looks very promising, especially the closed car business, and we are looking forward to a very profitable fall selling season."

P. S. Child, President, A. J. Child & Sons: "Business with us has improved very materially since July and August. In fact, at the present time, we are doing all we can comfortably handle and have recently added one new five-story building, giving us in all sixteen large floors for warehouses, etc. We look for a good spring trade, a considerable improvement over last year and are figuring accordingly, having enlarged our offices, sales force, etc."

J. W. Wright, President, Colcord-Wright Machinery & Supply Company: "We have noted a tendency toward improvement in the last sixty days, and are inclined to think that this will continue for the balance of the year. At no period during 1924 has our volume equaled 1923 for alike period. Nevertheless, considering general conditions, we do not feel that we have any cause for complaint on the results which 1924 will probably show."

A. H. Goette, Manager, P. F. Collier & Son: "We are doing a nice business and find conditions constantly growing improved. Our 1924 record will surpass that of 1923 by about 40 per cent."

Fred Meier, Manager, Collins Plow Company: "Judging by the liberal orders that country merchants are placing for 1925 delivery conditions must be improving. Our volume for this fall trade has been more than double to what it was in 1923. The bank failures in certain parts of this territory have had a bad effect on collections, but as a rule collections have been better than they have been for three years, and we cannot help but believe that for 1925 there will be a good implement business, as the farmers are getting good prices and there will be a much bigger acreage of wheat put in than there has been for two years."

E. H. Steedman, President, Curtis & Co. Mfg. Company: "Our present business conditions are improving. Our 1924 volume is considerably in excess of that of 1923. In our own particular line, we would anticipate that our business would keep up for 1924."

H. A. Vanderslice, Manager, Joseph Dixon Crucible Company: "Retail price adjustment will have much to do with the shaping of future conditions and while present indications point toward improvement in the market, buying on the part of retailers is very conservative. Future shipments are almost an unknown quantity and orders are restricted to immediate needs."

Arthur Bell, Manager, Dodge & Olcott: "We note a slight improvement in general conditions and believe the future will result in better business being done throughout the nation. Our 1924 volume has equalled that of 1923."

W. G. Drosten, Drosten Jewelry Company: "An optimistic atmosphere prevails but has not shown up in our particular line of business. We do not look forward to unusual prosperity within the near future but believe the yearly average in trade will about equal that of 1923."

W. E. Pratt, Manager, E. I. Du Pont De Nemours & Company: "Conditions in the explosive industry have improved considerably in the last thirty days. We contribute this to two reasons. One is better weather conditions enabling the users of explosives to operate and the other is the slightly increased operation of coal mines in the Southern Illinois field. The volume of business we are enjoying this fall as compared with last fall is increased almost 50%. The outlook in our line for the

remainder of the year indicates that we can expect at least a 25 per cent increase over the last six months of 1923."

Frank A. Hunter, East Side Packing Company: "Business with us has shown a ten per cent increase over 1923 and sales are brisk at this time. General business improvement is reflected in orders and the future promises fair."

James M. Lindsley, Eberson-Lindsley Paint Company: "Conditions generally are becoming improved and we anticipate a normal average for the remainder of the year. Our sales for 1924 will surpass those of 1923."

H. I. Finch, President, The Emerson Electric Mfg. Company: "We have noted no im-

provement in our general business condition up to the present time. Our 1924 fall volume is appreciably less than 1923. In our line of manufacture of small electric motors, it is our opinion that the situation up to December 31 will be about the same as it is at present."

Arthur A. Eddy, Eddy & Eddy Mfg. Company: "We find business conditions good and have steadily kept ahead of our 1923 average."

Charles F. Freeman, Treasurer, Manufacturers Supplies Company: "Beginning in July, our business began to show signs of life, and we have noticed a continued improvement from day to day, so that our September business for this year is as good if not a little better than September of last year. As we had a

(Continued on Page 21)

The Baldwin Piano

*The Dominant
Instrument of the
Concert World*

Hear Paderewski, de Pachmann, Hofmann, Gabrilowitsch, Dohnanyi, Ganz and all the Great Artists as they actually play.



The Baldwin

Reproducing Piano

Re-creates the musicianship of the Great Masters with absolute fidelity, and offers the world's largest library of artists' recordings.

An Attractive Showing of Reproducing Pianos

Complete Display of Grands, Uprights and Small Grands
in the Baldwin, Ellington, Hamilton and Howard

In all the Latest Models Including Period Designs

The Ideal Christmas Gift

THE HISTORY OF THE BALDWIN
IS THE HISTORY OF AN IDEAL

The Baldwin Piano Company

1111 OLIVE STREET

ST. LOUIS

Business Continues to Improve

(Continued from Page 20)

tremendous business the first six months of 1923, our sales so far this year have not equalled a similar period last year, but with the improvement we see ahead, we are inclined to believe that our business as a whole will be as good if not better in 1924 than in 1923. In other words, we anticipate that our Fall business will be much greater than the Fall of the preceding year."

✻ ✻ ✻

Augustus Maschmeyer, Maschmeyer-Richards Silver Company: "1924 has been a very good year with us and we believe the prosperity we have enjoyed will continue for an indefinite period. Our sales have been above those of 1923 and we feel quite satisfied."

✻ ✻ ✻

Robert Meyer, President, Meyer Bros. Coffee & Spice Company: "We have slightly surpassed our volume of last year and are enjoying comparatively good times in our trade. We believe improvement in general conditions will continue."

✻ ✻ ✻

J. T. Garrett, President, Missouri Bridge & Iron Company: "Our business has not been good. In fact, it has averaged lower than that of 1923 and I do not anticipate, at this time, early improvement."

✻ ✻ ✻

George B. Wearen, President, Missouri-Illinois Store Company: "We believe a good future awaits merchants throughout the land. Conditions are gradually improving and our 1924 volume has already surpassed that of 1923."

✻ ✻ ✻

Aug. Seim, President, Missouri Lamp & Mfg. Company: "I believe business conditions are improving. Our business this year has exceeded that of 1923 and I see no reason why the increase should not remain with us for some time."

✻ ✻ ✻

E. J. Gissler, Secretary, Moffitt-Napier Grain Company: "General business conditions in our line show improvement. The 1924 fall volume is above that of 1923. We believe the grain markets will continue active throughout the balance of the year and that business will be on a large scale. The U. S. Department of Agriculture estimates the foreign needs of wheat this year at from 610,000,000 to 714,000,000 bu. while exporting countries have a surplus ranging from 600,000,000 to 685,000,000 bu. This indicates a very close adjustment between supply and demand and the probability of high prices remaining throughout the crop year."

"Early in June, wheat sold in St. Louis market around 102. Today, May Wheat sold above 151. This adds more than \$200,000,000 to the value of the farmers' wheat crop."

✻ ✻ ✻

T. B. McKinney, Manager, H. K. Mulford Company: "We have noticed an improvement in general conditions and anticipate considerable gain in the future. Our volume this year has surpassed that of last year by about 35 per cent."

✻ ✻ ✻

Frederick K. Copeland, President, Sullivan Machinery Company: "We find business conditions slightly improved. The 1924 volume has not equaled that of 1923. We believe that there will be a slight steady improvement between now and the first of the year."

✻ ✻ ✻

F. V. Waltz, Manager, Toledo Scale Company: "We have found a big improvement in business conditions in the last two months. Inasmuch as we sell practically all lines of retailers and manufacturers, we are sure that our business is a fairly active barometer for

conditions in general. Our fall volume for 1924 will surpass that of 1923. We look for an increase in business for the remainder of the year and fully expect our total yearly volume to go beyond 1923."

✻ ✻ ✻

H. J. McRoberts, President, Tri-City Packing Company, East St. Louis: "We find general business conditions are improving. The volume of 1924 fall business has greatly surpassed that of 1923. If business in 1924 to date is any criterion to what the balance for the year will be, we will close our books at the end of the year with one of our best years in business."

✻ ✻ ✻

Charles A. Niemeyer, President, Vane-Calvert Paint Company: "Business is good

and promises to be better. Our sales this year have surpassed those of 1923 and are constantly increasing."

✻ ✻ ✻

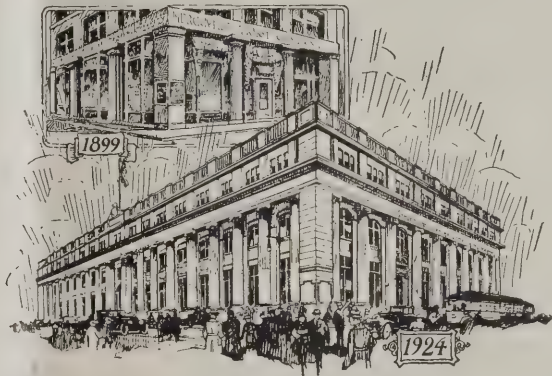
J. H. Robinson, Manager, Wheeling Corrugating Company: "General business conditions have been improving in our line for several weeks. Our Fall business this year shows some improvement over the same period last year. The increase in the farmers' ability to purchase necessities, together with the industrial activity and the construction work contemplated and under way in this district should be ample assurance for expecting a good volume of business for the remainder of this year."

(Continued on Page 22)

"Mercantile Service"



Departments: Banking Bond Corporation Real Estate Loan
Real Estate Public Relations Safe Deposit Savings Trust



Time-Tested

but young enough
to be Progressive—

We offer "Mercantile Service"
on its record

Ed. J. Gissler
President

Mercantile Trust Company

Member Federal
Reserve System



Capital & Surplus
Ten Million Dollars

EIGHTH AND LOCUST

-TO ST. CHARLES

SAINT LOUIS

Business Improvement

(Continued from Page 21)

Ralph Whitelaw, President, Whitelaw Bros. Chemical Company: "Improvement in our business became evident about the middle of July. August and September have been most excellent months with sales showing an advance of approximately 22% for those two months combined over same period in 1923. We believe our 9 months' business this year shows an advance of about 5% over first 9 months of last year."

Edward H. Henckler, President, Wulff Grocer Company: "Business seems to be slightly better than during the summer months and we hope for continued improvement. Our 1924 volume will not equal that of 1923."

L. P. Rossiter, Manager, Addressograph Company: "Since the 1st of September we have experienced considerable increase in activity among lines in general, keeping in mind that we sell a diversified lot of lines. Our supply-business, for the first nine months of this year has been in excess of any previous nine months during the last five years, and in the last five years we have done a bigger volume of business in this office than in any previous combination of years. Our increase has been so material that it is difficult to make comparison."

John S. Groon, General Sales Agent, Shredded Wheat Company: "During the past 60 days our business has shown a very decided improvement. There has been a more optimistic tendency to buy on the part of most wholesale grocers. Our business since the first of July, 1924, has shown a very satisfactory increase over that of the same period of 1923, and we are looking forward to a continued healthy business condition during the remainder of this year and the Spring of 1925."

J. W. Harris, President, Harris-Polk Hat Company: "1924 with us will not average as good as 1923 but conditions are showing signs of improvement and we anticipate better times for 1925."

E. H. Reitter, Auditor, Tate Motor Company, Inc.: "1924 showed a marked increase in volume of business over the preceding year. We anticipate improvement for the first half of 1925 over the corresponding period of last year. As you realize our business is somewhat seasonable, and from the past ten year's experience the last six months of any year cannot be compared favorably with the first six months of that year. We might make a comparison in this way by stating that our present conditions since the first of September are somewhat improved over last year and are better than the month of January of 1924 and the first part of February."

Recent Changes Made By St. Louis Firms

Announcement has been made that the More Jones Brass & Metal Company will erect a new factory to cost \$750,000. Their new plant will be located on the south side of Manchester avenue just west of Kingshighway Blvd.

The Ralph Goldsticker Hat Company has leased space in the building located at the northwest corner of Twelfth street and Washington avenue. Owing to the tremendous growth of this company it has been necessary to double the floor area now used by them. They are manufacturers of ladies' hats.

The Reisch-Mayer Garment Company has leased floor space at 1213 Washington avenue. This company will conduct sales of ladies' wearing apparel from this address.

News Bureau Organized

(Continued from Page 6)

Advertising Club of St. Louis; W. B. Weisenburger, vice-president National Bank of Commerce; M. E. Holderness, vice-president First National Bank; K. F. Niemoeller, manager Associated Retailers; Max Koenigsberg, advertising manager Famous-Barr Dry Goods Company; George M. Burbach, advertising manager Post-Dispatch; A. B. Hendry, publicity director Chamber of Commerce; Sam P. Judd, Mercantile Trust Co., Arthur Siegel, St. Louis Poster Advertising Company; J. B. Kleinhauser, Bettmann-Kleinhauser Clothing Co.; George Levis, Levis-Zukoski Mercantile Co.; Douglas Williams, director publicity Bell Telephone Company; and Milton Bernet, publicity department Bell Telephone Company.

Chairman Bush predicts a great future for the news service enterprise. "I believe it is going to attract considerable attention from

other large cities aside from the untold good that it is going to accomplish for our city," said Mr. Bush. "Our advertising campaign each year has brought in new industries and new citizens and we have been very proud of the results obtained. I am sure the news service will prove a valuable aid to the advertising work. It will be the object of the bureau to co-operate with the press associations and not duplicate the work they are doing. The bureau also will co-operate with organizations that are for promoting the general civic welfare. News will be handled on a strictly impartial basis and the bureau will not be used to further any private enterprise. Only those things which will make for the city's and the public's good will be aided by the St. Louis News Service. We hope to receive the co-operation and hearty support of all far-seeing citizens."

Audit the Past and Budget the Future

Business today, with all its human factors, is an exact science. The dividends of success are earned by managers whose operations are based upon dependable *facts* and figures.

The success of tomorrow is *planned* today. It is built upon the success of today, which the plans of yesterday made possible.

The Detailed Audit provides the exact knowledge modern management requires. It is *complete* in its presentation of the facts behind the figures. It is free from the qualified statements of the balance sheet audit. It is the *whole truth*—the necessary and *only* basis for the Budget.

The Business Budget protects profits, by preventing loss. It safeguards against over-expansion, over-production, over-expenditure. It shows the volume of expected sales, the consequent production schedules and inventory requirements. It is the business *plan*—a *guide*, not a law—based upon judgment, past experience, figures and facts.

Progressive management *knows that it must know*, and budgets the future. Elimination of ignorance and guess-work is as necessary to business as profit itself—for the *SAVING MADE* thereby *IS* profit—just as the difference between cost and selling price is profit.

ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

BOATMAN'S BANK BLDG., ST. LOUIS

NEW YORK	CLEVELAND	DETROIT	MINNEAPOLIS	LOS ANGELES
BUFFALO	CINCINNATI	GRAND RAPIDS	ST. PAUL	ATLANTA
ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
RICHMOND	DAYTON	MILWAUKEE	DENVER	WACO
	LOUISVILLE	MEMPHIS	SAN FRANCISCO	

TAX OFFICE: 910 TO 918 MUNSEY BLDG., WASHINGTON, D. C.

Factors Contributing Toward Business Betterment Cited

STEADY growth in industrial activity, renewed confidence in the immediate outlook for trade, advancing commodity prices, continued strength in the banking and financial situation, heavy distribution of merchandise, enormous freight loadings and generally auspicious conditions for fall crops and farm operations were among the factors favorably affecting general business in this district during the past thirty days, according to the monthly business review of the Federal Reserve Bank of St. Louis. In a majority of lines investigated October sales showed gains over the preceding month this year, and while some minor decreases as compared with the corresponding month of 1923 were developed, the losses were attributed largely to the unusually warm weather which seriously hampered the movement of seasonal goods throughout the chief trade territories.

"While the disposition to cautious buying continues among both merchants and ultimate consumers, there was a perceptible relaxation on the part of the former from the recent policy to purchase only for immediate requirements," the report states. "Ordering of merchandise for selling in the spring was being pursued with greater confidence and on a larger scale than heretofore. Retailers in the rural areas, whose stocks had been allowed to run low in recent months, showed considerably more interest in replenishing and filling out their assortments. Initial ordering of holiday goods in virtually all lines is reported satisfactory, and generally in excess of the corresponding period a year ago.

"Production in a number of the basic industries recorded excellent gains over the month before. Iron and steel plants increased their activities, and the placement of orders for their products during the past several weeks has been in volume sufficient to renew interest in raw materials. Purchases of pig iron were the largest for any similar period this year, and heavy buying of scrap iron and steel, coupled with generally small stocks resulted in a sharp upturn in prices for waste material. Manufacturers of specialties, particularly stoves, farm implements and other goods consumed largely in the country, report substantial accretions to their unfilled orders.

"Improvement in the drug and chemical, furniture, grocery and electrical supply lines, noted in the preceding issue of this report, continued during the period under review. Sales in these and several other classifications were stimulated by ordering of holiday goods. Reports relative to clothing and textiles generally were somewhat spotted. Price uncertainty and the unseasonably low temperatures were responsible for hesitation in certain quarters, particularly on staple goods. The movement of specialties, novelties and styled goods, however, was in satisfactory volume. The shoe industry continued its gains of recent months, though October sales while larger in volume than a year ago, were slightly smaller in dollar value, due to a decrease in prices.

"A feature of the employment situation was the sustained activity in building operations, the mild weather having permitted of all sorts of outdoor work, including highway and river improvement operations, to be carried further into the season than usual. This has resulted in a heavy call for common labor, and skilled artisans in the building trades are well employed. The demand for help on farms was well sustained, particularly in the South, where harvesting of the cotton, tobacco and rice crops was being completed. Foundries and steel mills added to their forces and the same was true of the railroads. Meat packing plants and flour mills were operating with close to normal complements of labor. Not much change took place in the coal mining areas, but full employment was the rule in the lead and zinc fields.

"Changes in crop conditions in the district during October as contrasted with the preceding month were in the direction of betterment. Heavier production, based on November 1 conditions than at the opening of October, was indicated in corn, cotton, tobacco, and rice. According to the Department of Agriculture's report, the average yield per acre of all crops combined in states wholly or partly in this district—duly weighed—compared with the average for recent years, was 94.4 per cent, against 91.03 per cent last year, 97.4 per cent in 1922, 103 per cent in 1921 and 93.2 per cent in 1920. Marketing of farm products, including live stock, was on a large scale, receipts of

corn, wheat, cotton, cattle and hay being well in excess of the same period a year ago.

"As was the case during the preceding thirty days, cereal prices fluctuated broadly, but with the trend upward, wheat making a new high record on the crop. Between October 15 and November 15, in the St. Louis market, December wheat ranged from \$1.37½ to \$1.55½, closing at \$1.53 on the latter date, which compares with \$1.49¾ on October 15, and \$1.04 on October 15, 1923. Cash wheat was correspondingly high, No. 2 red winter selling at \$1.66 on November 10, the highest in more than three years. December corn closed slightly lower on November 15 than the month before, but the more distant options were higher. In face of the Government's increased estimates of production, cotton prices advanced, middling selling at 24c per pound on November 15, against 22½c a month earlier."



Lumber Facts Worth Knowing

THE largest volume of lumber used in the ordinary residence, flat or apartment is 2-inch dimension or framing lumber. The architect, contractor or builder in preparing plans and specifications should, and usually does, specify No. 1 lumber for this use.

Lumber known by the trade term of "No. 2 and better" is sometimes delivered for No. 1 lumber. In that case, the owner does not get what he pays for.

Lumber known as "No. 2 and better" contains not only the No. 1 lumber in the log from which it is cut, but also the No. 2 lumber of lesser strength and coarser defects. This means that about 65% of it is No. 1 lumber, and about 35% is No. 2—which is inferior to the grade you pay for.

The Goodfellow Lumber Company will not accept an order for No. 1 lumber and deliver "No. 2 and better" to you or your contractor.

Reputable contractors will frankly tell you that "No. 2 and better" is not as good as No. 1 lumber, and will not accept it as No. 1 lumber—even at a price reduction.

The Goodfellow Lumber Company has built up a recognized reputation for honest and uniform grading, and delivery of lumber of uniform quality on time to the job.

Your protection is to insist that whoever prepares the specification—architect or builder—specify Goodfellow Lumber or "as good as" Goodfellow Lumber Company's standard grades.

Goodfellow Lumber Company

Ours is the Trade that Service Made

Natural Bridge at Goodfellow
ST. LOUIS

Cotton Production and Distribution, Season 1923-24

THE annual report of the Department of Commerce on the supply and distribution of cotton in the United States for the season of 1923-24 summarizes the periodical reports concerning cotton ginned, cotton consumed and on hand, cotton spindles and active spindle hours, and cottonseed and cottonseed products issued during the year. The following tabular statements present the principal data. Statement I shows the principal items of supply and distribution; Statement II the comparative figures as to stocks held on July 31, 1923 and 1924; while Statement III gives more detail concerning the supply and the distribution. The quantities are given in running bales, except that round bales are counted as half bales and foreign cotton in equivalent 500-pound bales. **Linters are not included.**

I.—Cotton Ginned, Imported, Exported, Consumed, and Burned in The United States For The 12 Months Ending July 31, 1924.

	Bales
Ginnings during 12 months.....	10,128,108
Net imports.....	272,179
Net exports.....	5,647,108
Consumed.....	5,680,554
Burned.....	20,000

II.—Stocks of Cotton in The United States July 31, 1923 and 1924.

	1924 Bales	1923 Bales
In consuming establishments.....	721,589	1,099,556
In public storage and at compresses.....	673,925	945,443
Elsewhere (partially estimated) 1.....	160,000	280,000
Total.....	1,555,514	2,324,999

III.—Supply and Distribution of Cotton in The United States for The 12 Months Ending July 31, 1924.

	Bales
On hand August 1, 1923, total	2,324,999
In consuming establishments.....	1,099,556
In public storage and at compresses.....	945,443
Elsewhere (partially estimated) 1.....	280,000
Net imports.....	272,179
Ginnings during 12 months.....	10,128,108

Aggregate supply.....	12,725,286
Distribution	
Net exports.....	5,647,108
Consumed.....	5,680,554
Burned.....	20,000
On hand July 31, 1924, total.....	1,555,514
In consuming establishments.....	721,589
In public storage and at compresses.....	673,925
Elsewhere (partially estimated) 1.....	160,000
Aggregate distribution.....	12,903,176

Excess of distribution over supply 2. 177,890

1. Includes cotton for export on shipboard but not cleared; cotton coastwise; cotton in transit to ports, interior towns, and mills; cotton on farms; etc.

2. Due principally to the inclusion in all distribution items of the "city crop", which consists of rebaled samples and pickings from cotton damaged by fire and weather.

Gasoline Production Shows Big Gain

THE production of gasoline in the United States during October amounted to 760,646,784 gallons, according to a statement of the Department of the Interior based on statistics compiled by the Bureau of Mines. The figures represent an increased gasoline production over the previous month of more than 10,000,000 gallons. The daily average production for October, however, was below that for the preceding month, being 24,500,000 gallons, as compared with 25,000,000 gallons daily production for September.

The domestic demand or consumption of gasoline during October, amounting to 751,499,199 gallons, almost equalled the production figures, and represented an increase of 33,000,000 gallons over the September consumption figures. This situation reflects the good automobile weather of October as compared with September conditions.

Gasoline stocks at refineries throughout the country on November 1 were reported at 1,152,374,237 gallons, the lowest figures since January 1, 1924. Exports during October diminished 22,000,000 gallons, but remained heavy at 95,000,000 gallons, and were mainly responsible for the reduction of stocks during the month of 77,000,000 gallons. Gasoline stocks on hand November 1 represent 47 days' supply at the current rate of domestic demand. This compares with the same number of days' supply on hand a year ago and with 51 days' supply as of October 1.

The Making of Good Citizens

ONE morning, recently, a friend of mine asked me to ride down town with him, and, as he was taking his youngster to the Junior High School, we went by that way.

At the corner of Belt and Enright, we stopped to let the youngster out, and, as he got to the sidewalk, he suddenly stopped, jerked off his cap, and stood at rigid attention.

I said to my friend, "What's the idea?" and he replied, "Look up and down the street, and look at the gate to the school."

Inside the gate, and along the walk to the school entrance were perhaps thirty children, on their way to school.

Down the sidewalk, to Delmar, there were other groups of two and three children, and in every case they were standing at rigid attention, the boys with their hats off, and all facing the school entrance.

My friend then said to me, "When they start to raise the flag in front of the school, that fact is announced by a bugler, and every child in sight of the flagpole immediately stops at attention, just as soldiers would do at the Barracks, or anywhere else."

Just a little thing, perhaps, but I want to tell you that incident made a sharp impression upon me. There was nothing mechanical or perfunctory about it. Those children were showing their respect for Our Flag, and they meant it. The future of our Country will be all the safer in the hands of those who at their age experience such a training.

What a fine thing it would be if every child in the United States were similarly impressed with the importance of respect to the flag as was indicated by those Junior High School students. What fine thoughts of loyalty and patriotism it would inculcate—thoughts that would remain forever.—P. V. B.



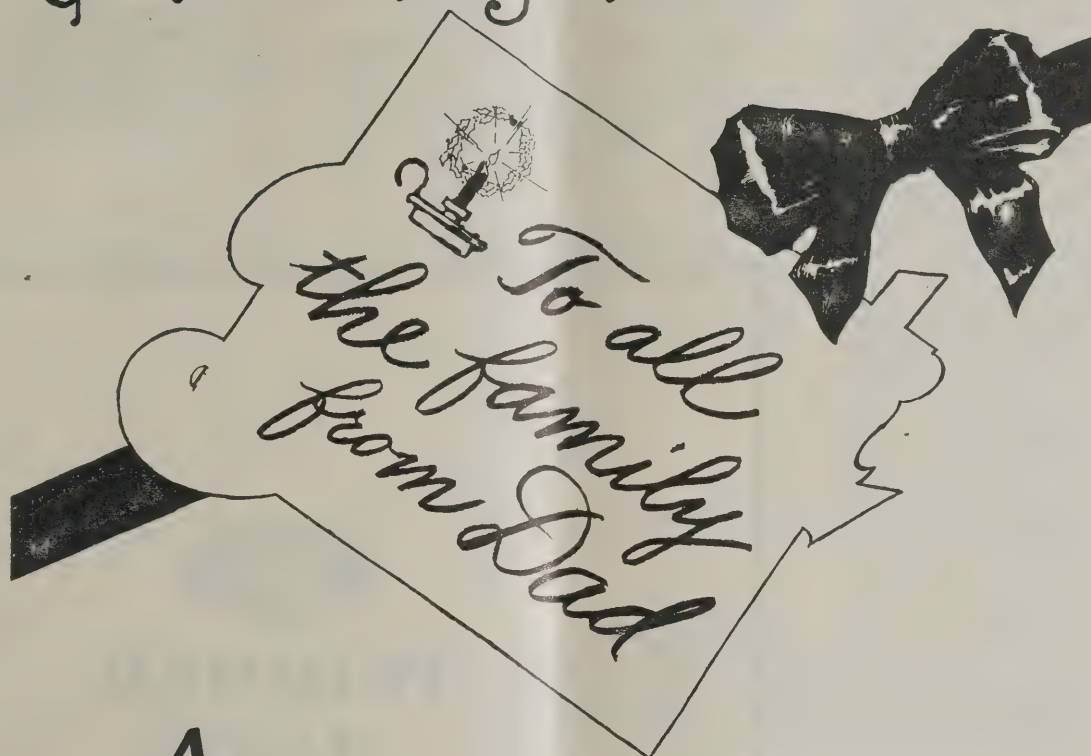
As the Anniversary of the Birth of the great Savior approaches with the close of another year, we cannot but stop to send our hosts of good friends our Best Wishes for a happy celebration of the Season, and hope that the New Year will bring forth all their hoped-for prosperity.

MEYER BROTHERS DRUG CO.

Carl Meyer
PRESIDENT.

Established 1852

A Real Big Christmas



A BUICK! What a Christmas for all the family! And whatever style of car is most desired can be found in the variety of Buick models. By buying now delivery can be arranged for Christmas Day. To the delight of the family on Christmas is added the sound satisfaction of knowing that your Buick represents the Universal Standard of Comparison.

A Suggestion—

Let us demonstrate the standard Six Double Service Sedan. It is delivered in St. Louis for \$1591, freight and tax included.

Order Your Buick Now for Christmas Day Delivery

Carondelet-Buick Auto Co.
8109 Ivory Avenue

E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

West Side Buick Auto Co.
5023 Delmar Bl.

Kuhs-Buick Co.
2837 N. Grand Bl.

Jakes-Buick Auto Co.
Kirkwood, Mo.

Schnure Motor Co.
2938-50 Olive St.

South Side Buick Auto Co.
3456 S. Grand Bl.

East Side Buick Co.
326 N. 10th St., E. St. Louis, Ill.

Vesper-Buick Auto Co.
Lindell at Grand

When Better Automobiles Are Built Buick Will Build Them

Scientific Buying and Selling Great Factor in Retailing

THE careless "give 'em anything" merchant and the happy-go-lucky, "take anything" buyer of yesterday are disappearing from the avenues of modern business. Today's rapidly developing attitude of careful selection on the part of shoppers everywhere is being reflected in the need for more scientific management of stores. The successful retailer of tomorrow must substitute knowledge for guesswork in judging sales area and demand, according to the Domestic Commerce Division of the Department of Commerce in "Measuring a Retail Market," the third pamphlet in a series prepared at the suggestion of important retail organizations for the benefit of the store trade generally.

Just as the manufacturer and banker have realized the importance of research in their management problems, so may the retail merchant benefit by a study of his problems with a more analytical mind and in the light of facts scientifically gathered, the Division suggests. "Since the purpose of any retail business is to sell merchandise, thereby making sufficient profit to compensate for the energy and capital expended, it seems only logical that the merchant should desire to obtain all the information possible relative to his market."

"The chief function of the merchant is to supply the customers' demand," and the retailer can perform this service most adequately if he makes a quantitative analysis of the market and a qualitative analysis of the consumer's demands. "Such sales researches serve as guides to the possibilities of the future and are of value to the prospective merchant in choosing his field, as well as to the established merchant in pointing the way. In planning to enter a new field the retailer may find, by a careful analysis, that his prospective market does not reflect such favorable circumstances as a cursory examination appeared to reveal. He may be saved from embarking upon the enterprise, preventing subsequent failure and much loss to society of wasted effort and capital."

The campaign should be visualized in its entirety, according to a chapter devoted to "Preliminary Analysis". It is beyond the hope of anyone to know all possible facts regarding a particular market, so the only logical course for an organization desiring to try out market analysis on a small scale is to allot in advance a definite amount of time and money for the survey and then keep to the schedule as far as practicable.

Commenting on the arbitrary indications of some writers that the average city should draw from an outside territory that embraces a population equal to 40 per cent of itself, the opinion is advanced that many conditions determine the extent of the city's trading territory. Of the more important factors in this respect are those geographical conditions playing their part in freeing a city from outside competition or in handicapping it in the race for trade. Merchandising extraordinarily fair and comprehensive have enabled some cities to include in their trade territory outlying districts whose population was equal to 75 per cent of that of the original city. One can not emphasize too strongly the importance of efficient merchandising policies when an effort is being made to measure and ascertain a potential market.

The utility of population statistics in retail planning is fully discussed. These are easy to obtain, and while not providing specific answers to all questions raised by retailers, nevertheless furnish a desirable background of valuable basic facts which may be used in connection with more specific information obtained by direct contact with the market.

Age and sex distribution are important, particularly to certain distributors, for example, the growing influence of children in the

purchases of parents has led to the sending of appeals to the "little folks" as an effective approach to the family purse.

Firm Takes Larger Quarters

Feldman & Flacks have leased the entire sixth floor of the Shelton Building on the Northwest corner of Sixteenth and Lucas avenue for the manufacture of boys' clothing.

William F. Miller Passenger Agent Of Missouri Pacific

William F. Miller, depot passenger agent for the Missouri Pacific Railroad since 1917 in St. Louis, has been appointed division passenger agent of the Missouri Pacific Railroad, with headquarters at St. Louis.

Mr. Miller succeeds the late Joseph M. Griffin, who was for many years division passenger agent. Miller has served the Missouri Pacific since 1916, coming to that railroad from the Terminal Railroad Association. He was formerly in the advertising business in St. Louis.



TRIMMED HATS

"63 Years of Standard Merchandise"

Levis Hats

Popular trimmed hats at popular prices : : : : :

Elzee Lassie

Individual styles for tots, girls and misses : : : :

An enormous assortment of popular priced, well styled trimmed hats is always available

LEVIS - ZUKOSKI MERCANTILE CO.

1113-19 Washington Ave.

Saint Louis

Missouri

Rock Island and Southern Pacific Start New California Service

OFFICIAL announcement is made from the general offices of the Rock Island Lines in Chicago, of the inauguration Sunday, December 28, of a new "Golden State Limited" de luxe passenger train to California to be operated jointly over the Rock Island and Southern Pacific. A second train, which will be known as the "Golden State Express", also will be started on this date.

The new "Golden State Limited" will be an all-Pullman first-class observation-car train for through travel only, carrying the latest type sleeping cars through from Chicago to Los Angeles, San Diego and Santa Barbara, and a diner and men's club car. It will be the Rock Island's most exclusive service. Through sleepers will be operated out of Minneapolis and St. Paul and St. Louis to connect with the limited train at Kansas City.

The new "Golden State Limited" locomotive is known as "No. 999" and is a three-cylinder engine, the first of this type to be placed in service on any western railroad. It was designed for speed and was made by the locomotive company on specifications furnished by the Rock Island. It is claimed to have one-third more power than the usual locomotives of that type and can start and stop a heavy train without a perceptible jar.

The Rock Island has recently improved its road bed to take care of this special service.

The "Golden State Express" which is a new Chicago-California train on this railroad, will leave Chicago at 6:00 P. M., arriving in Los Angeles at 2:15 P. M. the third day, leaving Los Angeles on the return at 10:00 A. M. and arriving in Chicago at 7:59 A. M., the third day. The express train will carry an observation car, standard sleepers, diner, tourist cars and coaches. A third train known as the "Californian" will operate between Kansas City and California, leaving Kansas City at 11:15 P. M. and arriving at Los Angeles at 7:30 A. M. the third day, carrying standard and tourist sleepers, chair car and coaches.

The Rock Island recently inaugurated a new California train out of Memphis, known as "The Memphis Californian".

St. Louis Leads in Building Activity

ST. LOUIS led 106 important cities of the Southern section of the country in building construction in October according to information made public by the G. L. Miller Company as an evidence of renewed business activity. The total for St. Louis was \$9,032,225, including a permit for one building which alone amounted to \$5,000,000, that of the Southwestern Bell Telephone Company.

Washington was second and Baltimore third.

The standing of a number of the cities follows: Washington, \$4,048,236; Baltimore, \$3,547,920; Dallas, \$2,769,282; Kansas City, \$2,594,872; Birmingham, \$2,487,594; Louisville, \$2,145,115; Houston, Metropolitan area, \$1,827,135; Memphis, \$1,699,360; San Antonio, \$1,637,325; New Orleans, \$1,425,800; Atlanta, \$1,335,405; Fort Worth, \$1,282,910; Miami, \$1,009,351; St. Petersburg, \$1,001,400; Charlotte, \$652,130; Asheville, \$650,830; Richmond, \$599,132; Shreveport, \$595,642; Tulsa, \$592,818; Winston-Salem, \$583,835; Tampa, \$581,914; Miami Beach, \$535,450, and Little Rock, \$510,230.

Mailing Information

(Continued from Page 9)

Use of Precancelled Stamps

In mailing fourth-class matter especially, precancelled stamps should be used wherever possible. Some firms object to this on the ground that such stamps look "cheap". This is because they are comparing the precancelled stamps with the uncanceled stamps and not thinking as to how the latter looks after it has been cancelled at the post office with a dauber. If they will place a precancelled stamp side by side with a hand-cancelled stamp, they will be convinced that the appearance is in favor of the former. As precancelled stamps do not have to undergo the process of hand or machine cancellation, one operation is saved at the post office, thus expediting dispatch and delivery. The same rule applies to matter of the second and third-classes, but care should be taken not to place these stamps on first-class mail.

Matter Mailed Without Stamps Affixed

Every business house that has a mailing of several hundred pieces of mail a day, could assist the operation of the service materially by arranging to mail matter of all classes under permit, without stamps affixed. For a number of years business firms and organizations interested along similar lines have urged that some action be taken which would provide for the mailing of first-class matter under permit. Congress, at the request of the Post Office Department, authorized the use of this system on first-class mail, in addition to the other classes.

Firms are required to prepay the postage and should take advantage of the method which is the completest at the time of the operation of paying postage.

The subject of mail matter is one that could not be thoroughly gone into, even if the whole space of this publication were given us for the purpose of describing the intricate system. I have tried to lay before you the most important features and trust that some results may be felt through the co-operation of the readers of this article. It is realized that many subjects pertaining to the service have not been referred to in this article. The Post Office maintains a Bureau of Information and, on telephone call, Central 7920, Station 22, will be glad to furnish information or give a ruling.



Financial Service for all St. Louis

SINCE its organization in 1890, the constant aim of the Mississippi Valley Trust Company has been to afford to St. Louisans the complete range of financial, fiduciary, real estate, and investment facilities—all in a single institution and under one roof.

To every individual, firm, or corporation in all St. Louis, our six well organized departments offer one or more valuable and necessary services.

COMMERCIAL BANKING—Checking Accounts, Lines of Credit, Drafts, Transfers, Foreign Exchange, Certificates of Deposit, Collections, Letters of Credit, Travelers' Checks.

SAVINGS—Interest at 3%, Compounded Semi-annually. New Year Get-Ahead Club, a Weekly-Deposit Plan for Getting Ahead.

TRUST—Executor or Trustee under Wills, Agent, Guardian, Curator, Transfer Agent, Registrar of Stocks and Bonds, Trustee for Bond Issues, Coupon-Paying Agent, Escrow Agent.

INVESTMENTS—Municipal, Public Utility, Railroad, Industrial, Real Estate, and Government Bonds.

REAL ESTATE—Sales, Rentals, Agency, Management, Loans, Deeds of Trust for Investment.

SAFE DEPOSIT—Safe Deposit Boxes, Storage Vaults for Silverware and other Bulky Valuables.

The Mississippi Valley Trust Company offers many facilities, but only one kind of service—efficient personal attention to the needs of all customers

MISSISSIPPI VALLEY TRUST CO.

Fourth and Pine



Organized 1890

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and Parcel Post and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. *Can you afford to be without it?*

If any *kicks*, tell the TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Simmons Hardware Co.

Your co-operation will help to maintain prompt, regular **freight service** on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

Highland Dairy-Farms Company Makes Expansion Move

THE Highland Dairy-Farms Company recently occupied its new distributing station at 4321 Chouteau avenue. This property has a frontage of over 300 feet on Chouteau avenue by a depth of 290 feet. The improvements consist of a large garage, auto and wagon repair shops, a two-story reinforced concrete stable building, large wagon building, a two-story and basement reinforced concrete refrigerator and office building.

Neal C. Davis, 705 Olive street, was the architect. Kremer and Voirol had the building contract. The ground on which the new buildings are located was purchased from the Crouch and Newman Estate, Wm. J. Holdaway, Realtor, representing all parties.

The plant as built has been carefully studied to provide for the distribution of dairy products in the most expeditious and sanitary manner.

A complete layout of the ground was made and a system of one way traffic worked out so that the various receiving and distributing units operate without interference.

The garage covers an area 90 feet by 120 feet and contains complete equipment for handling and storing the trucks, including a separate wash room and air washing apparatus.

The ground floor of the building at the street level is given over to an attractively decorated retail store with quarry tile floor and vitrolite walls. The basement contains the refrigerating, sterilizing and drying apparatus together with a large storage room. The old location of the company was at 4816 Delmar boulevard. The officers are: Julius Reinhart, President; August Weder, Vice-President, and B. F. Tschannen, Secretary-Treasurer and General Manager.

COOPER-CARLTON HOTEL



The Cooper-Carlton is delightfully situated on the shore of Lake Michigan, overlooking East End Park (on Route 42). It is quiet and restful, away from the noise and congestion of the "Loop," yet only ten minutes by Illinois Central Suburban, or twenty minutes by motor from the business and shopping center of Chicago.

The Cooper-Carlton is surrounded by a thousand acres of public parks, and is conveniently located near fine beaches and well-maintained golf courses, where all sports, such as boating, bathing, golf, tennis, horse back riding, etc., may be enjoyed.

The large, airy, comfortable rooms are luxuriously furnished.

Reasonable Rates

Single	• • •	\$3.00 per day and up.
Double	• • •	4.00 per day and up.
Suites	• • •	6.00 per day and up.

The dining room is unsurpassed—either a la carte, or table d'hôte—at very moderate prices.

If you come by motor, Route 42 passes our door. If by train, get off at the 53rd St. Station of the Illinois Central, Michigan Central or Big Four—two short blocks away. If on the N. Y. Central, Penn., Rock Island or Nickel Plate, get off at the Englewood 63rd St. Station and taxi a short distance through the parks.

Chicago Motor Club Tourist Bureau in our Main Lobby.
Rates and Reservations guaranteed. Wire reservation at our expense.

FREE BOOKLET ON REQUEST

COOPER-CARLTON HOTEL
Hyde Park Boulevard at 53rd Street • Phone Hyde Park 9600
CHICAGO

Our own garage
but a block away

Study of Buying Habits of People Urged

Liberality in spending on the part of gold miners compared with the more careful buying by coal miners is used as evidence of the need for studying the habits of the people in a pamphlet issued by the United States Department of Foreign and Domestic Commerce.

Because the Germans are noted as a thrifty race, any store catering to trade dominated by that nationality must offer dependable, staple merchandise at reasonable prices. The Frenchman's love of dress and luxuries is well known, and so it is with practically all the store's customers.

"In times of strikes a great financial burden has often been carried by the merchant through the extension of credit and the situation in regard to periodic strikes should be of interest to any retailer who sells to laborers," the pamphlet says in the section devoted to "Aspects of Labor Situation."

"Home ownership usually means permanence; it is indicative of the prosperity of the community, particularly in smaller towns and suburban districts, and is worthy of careful study.

The number of farmers who own the land they till, the number who are renters, and the average size of their families are a few of the important things to look into in considering a farming community, Condition of the soil and climate, facilities for reaching the market, distance of haul, and ravages of insects influence the farmer's pocket-book.

Among other subjects discussed in the pamphlet in their bearing on retailing are "Diversification of Industries-Classification of Factories; Neighborhood Purchasing Power; Labor Situation; Daily Living Habits; Considerations Affecting Farmers; Competition; and Limiting Factors of the Markets: The data presented were gathered directly from prominent retailers all over the country. The pamphlet represents the co-ordinated opinions of the most progressive retail agencies, and presents an approach to the solution of the problem heretofore unattempted, according to the Domestic Commerce Division. The pamphlet known as Trade Information Bulletin No. 272, "Measuring a Retail Market", may be obtained upon request from the St. Louis office of the Department of Commerce Bureau of Foreign and Domestic Commerce, 1211 Liberty-Central Building, St. Louis, Mo.

Fourteen Conventions Here Next Month

FOURTEEN conventions will be held in St. Louis during January, it is announced by the St. Louis Convention and Publicity Bureau.

Conventions scheduled to be held here are as follows:

Missouri Retail Shoe Dealers Assn., Jan. 5-7; Shoe Retailers Assn. Mid Western District, Jan. 5-7; Shoe Style Exhibit St. Louis Shoe Mfrs. & Wholesalers, Jan. 5-7; American Association of Wholesale Hatters, Jan. 8-10; National Paving Brick Manufacturers Assn., Jan. 21-23; National Assn. of Nitro-Glycerine Mfrs. Assn., Jan. 19-20; Union of American Hebrew Congregations, Jan. 19-22; National Federation of Temple Sisterhoods, Jan. 19-22; Missouri Retail Hardware Association, Jan. 26-28; Protestant Episcopal Diocese of Missouri, Jan. 27; National Knights of Columbus Bowling Tournament, Jan. 15-Feb. 10; Western Distributors Ediphone Convention, Jan.; Highway Engineers Association of Missouri, Jan.; Missouri Soda Water Manufacturers Association, Jan. 29-30.

PHOTO PRINTS

PHOTOSTATS

PROVE IT

With Inexpensive Photographic Copies

ST. LOUIS PHOTO PRINT CO.

OLIVE 2938

406-7-8 Times Bldg.

RED CROWN Starts Boiling at 98° Fahrenheit

EVERY business man is desirous of holding the operating costs of his trucks to a minimum, yet few know that to accomplish this they must use a gasoline possessing the six essentials of good gasoline. Few even know what these six essentials are, yet if any one of them is lacking, it renders the gasoline unfit as an efficient motor fuel.

The FIRST ESSENTIAL: Ability to start instantly, even in coldest weather.

This is an outstanding quality of

Red Crown, for it starts boiling at approximately 98 degrees Fahrenheit. Compare this with figures given in a report by the U. S. Bureau of Mines which collected 120 gasoline samples in nine cities and found that they started boiling at an average temperature of 107. Some of the samples did not start boiling until a temperature of more than 140 was reached.

It is evident that the difference of nine degrees between the average gasoline and

RED CROWN

is vastly important, particularly in winter.

Operating costs run unnecessarily high if there is a loss of a few minutes time when the trucks are being started. There is a loss of time for the driver; loss of the use of the truck itself and a needless waste of gasoline.

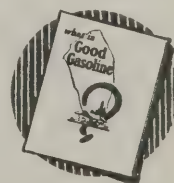
If you would reduce the operating cost of YOUR trucks, you should know exactly what you have a right to expect and demand of the gasoline you use. You can gain this information by reading our interesting booklet, "What Is Good Gasoline?" It covers the six essentials of good gasoline, explaining them in non-technical language. This booklet is free and we want you to have a copy of it.

STANDARD OIL COMPANY

915 Olive Street

(INDIANA)

St. Louis, Mo.



Dairy Club Works in Missouri Shows Outstanding Progress

TWO years ago the Development Service Bureau of the St. Louis Chamber of Commerce secured an appropriation of \$2,000 to be offered as prizes to those communities in St. Louis territory making the greatest improvement in dairy conditions. Representatives of the Illinois and Missouri Colleges of Agriculture as well as several county agricultural agents were called upon to assist in outlining plans for the expenditure of this money in ways that would result in the greatest good.

The outcome was a well defined policy which has brought outstanding results. In the first place it was decided to award half of the money for dairy club work and half for cow testing association work. A grand prize of a free trip to the National Dairy Show was offered to the champion dairy club team in each state for two years. Also, prizes were offered to each county completing a successful year of dairy club work. The result was the greatest year in the history of dairy club work in Missouri. There are now 52 dairy calf clubs in Missouri which are functioning. These club members meet regularly under the supervision of the Dairy Extension Service of the Missouri College of Agriculture. They study the lessons, judging and demonstrations which will make of them prosperous dairymen of tomorrow. Last year all of the club members which finished their third year of club work cleared an average of \$69.75 in sale of butter on each cow owned. No small amount of the achievement of these clubs is due to the fact that each and every one of them is competing for that free trip to the National Dairy Show.

The other half or \$1,000 of the prize money was offered to counties making the greatest showing with cow testing associations. A cow testing association consists of a group of dairymen who employ a tester to keep records of profit and loss on their herds. The need for these associations is shown by the fact that over 300,000 of the 793,000 so-called dairy cows in Missouri actually do not pay for their keep. In fact they eat up most of the profits made by other cows and lose many millions of dollars to Missouri farmers.

Business Conditions

(Continued from Page 8)

evenly than twelve months ago. The poor spots are mostly in the coal mining districts where output is light and wage disbursements in corresponding proportion. Lead and Zinc mining are another story with growing output and rising prices. All is not so well in the Burley Tobacco districts of Kentucky, Tennessee, Ohio and West Virginia where some of the 1922 and most of the 1923 yields are still on hand, and the 1924 crop coming on. It is the same story as of the raisin industry in California where control of distribution was only of temporary benefit because, it was not associated with control of production. The situation is so serious that entire abandonment of planting of Burley tobacco for 1925 is proposed as the only remedy. Just what the tobacco growers will do for a living meanwhile is not apparent, as you cannot diversify over night an agricultural production that has been the habit of generations. The hope of bridging over the difficulty is the sale of the stocks now on hand and the consequent distribution of the money among the growers.

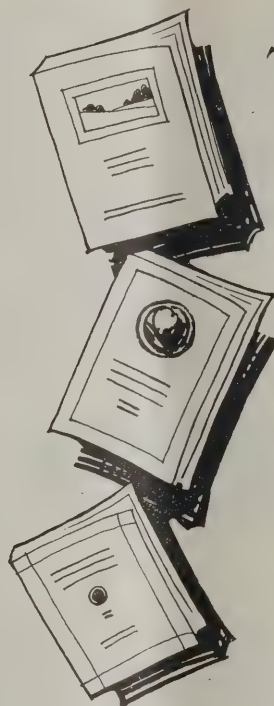
So taking it by and large, the outlook for business in the Saint Louis territory is most promising for the coming spring, but it will not come in bunches, but rather in a steady, even stream.

Illinois decided to use the \$500 allotted to that state for cow testing work to help finance the first five associations in employing a tester. The representatives of the Missouri College elected to have a contest between the counties of Eastern Missouri. Accordingly three prizes of \$250, first, \$150 second, and \$100 third, were offered to the counties which would make the best showing in cow testing associations. This contest was under the supervision of R. S. Rauschkolb of the Development Service Bureau of the St. Louis Chamber of Commerce; C. C. Hearne, State leader of County Agents for the Missouri College of Agriculture and E. M. Harmon, Dairy Specialist for the Missouri College of Agriculture.

The result of this contest is that more than twice as many cows were on test in cow testing associations than in any previous year and profits went up accordingly. Whereas four years ago the cows on test in Eastern Missouri associations averaged returning to their owners \$2.17 worth of milk and butter for each dollar in feed and pasture consumed, last year they returned \$2.74. This represents an increase of \$34.86 per cow or a total of \$55,776 on the cows tested in Eastern Missouri. This increase came because the dairymen learned their profitable cows and culled their boarders; they learned which were the profitable feeds and methods to use and put them into practice.

Could this same increase be applied to all of the 793,000 cows in Missouri it would amount to the enormous total of \$27,643,980 increased profits to Missouri farmers.

The Power of the Catalog



THE Catalog is the most valuable piece of Selling Literature. It puts the buyer in easy touch with the goods or service offered for sale. Its contact is constant and its appeal is strong. Most men like to thumb through a catalog and when in search of some wanted article, other items suggest themselves—thus the prospect sells himself.

❑ A catalog shows the whole line, illustrated, described and indexed, a convenient, compact, ready reference—always on the job, but never intruding.

❑ A great aid to salesmen, the catalog reduces the cost per sale and increases turnover. When properly planned, designed and printed, it offers the surest means of building sales. Our 45 years' experience in the printing of successful catalogs is at your service. We can plan and print a result getter for you.

*You cannot
dominate
your market
without one*

*Call Main 3480
Catalog Department*

BUXTON & SKINNER
Printing and Stationery Co.
Fourth at Olive

Theodore Fleming Elected President of Junior Chamber

THE closest contested election for officers of the Junior Chamber of Commerce in the past four years closed on December 6th. On the final counting of the ballots, it developed that better than 75 per cent of the membership manifested their interest in the organization by casting their vote for the men they felt best qualified to serve the organization during 1925.

Theo W. Fleming, who during 1924 served the organization as First Vice-President, is the membership's choice for president for the coming year. Mr. Fleming is connected with the Isler-Tompsett Lithograph Company and has during his active participation in Junior Chamber of Commerce work, stressed forcibly the necessity of the Junior Chamber becoming more actively interested in civic matters. In fact his platform, as was the platforms of the other candidates, was based on enlarged participation along these lines.

The successful candidates for the Vice-Presidencies are Louis A. Schulz, Paul H. Burg, and George M. Ballard for first, second and third, respectively. Herbert H. Rhein was re-elected Treasurer.

The platforms of all candidates stressed the necessity of civic activities in the organization and recalled the participation of the membership in practically all big civic matters which were presented to the people of St. Louis lately.

Office Space For Rent

2500 feet of desirable space in the Chamber of Commerce Building, 511 Locust Street.

Details will be supplied upon request by James A. Troy, Assistant General Secretary, Room 708, Chamber of Commerce; Phone, Central 7565.

The election of directors for the organization for the coming year will be held the 23rd of this month. The newly elected officers and the directors who will be chosen, will be installed at the last general meeting of the year which will be held specially on Tuesday evening, December 30.

Andrew G. Mungenast, who has served the organization since its inception in 1915, in various capacities, such as Committee Chairman, Director, and General Secretary and during 1924 as President, is retiring in favor of the newly elected helmsman.

Eight Conventions in St. Louis During December

Eight conventions were held in St. Louis during December, it was announced by the St. Louis Convention and Publicity Bureau. The conventions were as follows:

Dutch Belted Cattle Association of America, Dec. 2; International Alliance of Bill Posters & Billers of the U. S. and Canada, Dec. 1; Phi Sigma Epsilon, Dec. 25; Meyer Brothers Sales Convention, Dec. 15-18; Music Teachers' National Association, Dec. 25, Jan. 1; Kappa Alpha Psi Fraternity (Colored), Dec. 27-31; Delta Kappa Epsilon Fraternity, Dec. 29-31; Mississippi Valley Alumni of D. K. E. Fraternity, Dec. 29-31.

If You Will Leave Real Estate—

—you should take measures so that it will be distributed and protected according to your wishes.

By making a will, you can direct to whom your real estate shall be given. You can place it in trust with this Company for the benefit of your family. You can direct either that it be held or sold, and the proceeds put in trust for your beneficiaries; or it can be disposed of in any other way you may direct.

We will gladly send you our booklet "Safeguarding Your Family's Future," which explains how you can safeguard your real estate and other property left for the benefit of your family.

ST. LOUIS UNION TRUST CO.

BROADWAY AND LOCUST

Affiliated with First National Bank

Unemployed Average 10 to 12 Per Cent of All Workers in U. S.

AVERAGING good and bad years, 10 to 12 per cent of all the workers in the United States (several millions of men and women) are out of work all of the time.

Widespread unemployment is now a constant phenomenon with far-reaching economic, social, psychological and moral bearings.

In seeking work through certain types of commercial or fee-charging employment bureaus—particularly those dealing with unskilled and casual labor—thousands of men and women are being exploited.

Public employment bureaus or exchanges can make a material contribution toward the solution of this and other phases of the ever-recurring problem of unemployment.

These are some of the facts brought out in the introduction to the report of a five-year study of employment methods, needs, and agencies made public here to-day by the Russell Sage Foundation. It is made clear in the report that the figures on unemployment, while representing the average of the country's experience during the last two decades, are not necessarily indicative of present conditions or of the last year.

The investigation, which extended into more than 70 cities in 31 states and Canada, has just been completed. The full report, covering more than 600 printed pages, will be issued shortly. The survey was conducted by a staff of trained field investigators, all of whom had previously been engaged in employment work, under the direction of Shelby M. Harrison, Director of the Foundation's Department of Surveys and Exhibits.

Practically every known means for bringing work and the worker together was studied. The "want ad" pages of newspapers, the fee-charging labor agencies, the free public employment office, the labor union's method of securing work for its members, the fraternal order's activities in this field, the practice of applying for work at the factory gate or the office door, all were investigated. The report will point out the advantages and disadvantages to employer and employee in each of these means and its effect on the general employment situation.

A special study was made of the situation in Ohio, Wisconsin, Massachusetts, and New York, where there has been the greatest development of organized public employment work. Separate studies were made also of the special problems of farm labor, migratory and casual workers, junior workers, handicapped workers, immigrants, negro workers, and professional workers.

After citing the fact that each year from 1,000,000 to 6,000,000 persons are out of work for weeks and sometimes for months at a time, the introduction to the Foundation's forthcoming report says:

"There is something which we are just beginning to recognize—a resentment on the part of the workers against an industrial situation in which such insecurity and uncertainty of employment are possible. It is not only unemployment but the fear of unemployment—the knowledge that any job is uncertain and insecure, subject to the fluctuations of economic change—which is responsible for much of our present industrial unrest."

This situation, the report will show, has been aggravated by the fact that the unskilled worker who has sought employment through certain types of labor agencies in many cases has been subjected to such abuses as: paying a fee and then failing to get a job; being sent to distant points where no work or where unsatisfactory work exists but whence he could not return because of the expense involved; being employed through collusion between the agent and employer and and after a few days' work being discharged to make way for a new workman while the agent and employer divided the fee.

The report of the Russell Sage Foundation says:

"One conclusion drawn from such findings has been that we must have public bureaus to take the place of the private fee-charging agencies. That is, in so far as people are informed on the question and have expressed their sentiments, most of them appeared convinced that we should have public employment bureaus because of the abuses of some fee-charging agencies quite regardless of other considerations. In addition, however, the feeling has been growing that this service in the nature of the case should be free, and that the very fact of fee-charging carries with it a dangerous temptation to abuse and fraud.

"It is obvious, of course, that if the public exchanges could by legislation or court action secure exclusive sway in the whole field, the fee-charging agencies with the abuses attributed to them would be bound to disappear. And such a plan, aimed to abolish these agencies, particularly those dealing with unskilled, semi-skilled, casual, and other non-professional workers, is what some advocates of the public exchanges would adopt. There is, however, serious question whether action of that kind, if it were possible, would be wise. The mere abolition of a thing does not always help the situation. That is only negative. It is more important to build up a good constructive competing organization. The abolition alone of the private fee-charging agencies would not necessarily bring about a system of public employment bureaus nor an efficient system. With all their abuses the private agencies are performing a function needed in the absence of an adequate public system; they should not be abolished until something is provided to take their place.

"It would seem far more practical to set to work on a positive program of improving the public bureaus, for if we get a good public service, the fee-charging agencies and their abuses will then become a minor question. The private agency will be eliminated because it will be useless; or we shall learn how to improve it through experience gained in the public bureaus."

"Dun's Review" Comments on St. Louis Trade

COMMENTING on the business situation in St. Louis, the current issue of "Dun's Review" has the following to say:

"There were more out-of-town buyers' in the market this week than last, and the number of orders received showed a healthy increase over the total of the previous week. Merchants showing holiday goods and winter merchandise have been extremely active, and reports from all sections indicate a healthy distribution at retail. There has also been a steadily increasing interest in placing order for future delivery. The optimism regarding spring business apparently continues to spread, and fall business is showing up favorably, in comparison with recent years. Manufacturing activity has been well maintained.

"Building goes ahead actively, and lumber is in good demand. In this line, manufacturers are advancing on practically all items. The volume of buying is showing a slight increase, and prospects for early in the year are encouraging. The hardwood situation is likewise encouraging, buying holding up well and increasing in volume. The flour trade is of moderate volume, most sales being in small lots for immediate shipment, and the need of new business is beginning to be felt by the mills. Collections, generally, are reported good."

WEBSTER COLLEGE

for
Young Women
and Girls

The Ideal School for
Your Daughter or Ward
*Empowered by the State
to Confer Degrees*

FOR
Illustrated Prospectus of College
Address the Registrar

FOR
Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE

Webster Groves - - Missouri

Bell Telephone, Webster 1465

The
WINKLE
TERRA COTTA
COMPANY
Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.

GREATER ST. LOUIS





In the Forefront of Financial Development

THE FIRST NATIONAL BANK IN ST. LOUIS, the largest National Bank west of the Mississippi, is constantly increasing its measure of usefulness to its large number of patrons and is daily attracting new business not only from St. Louis, but from an important area of the entire Middle West.

Because of its enormous resources, excellent organization and affiliation with the St. Louis Union Trust Company and the First National Company, it constitutes a financial institution capable of rendering every type of Banking, Trust and Investment service under 'one roof,' in a convenient and satisfactory manner.

Through its Commercial, Savings, Foreign, Credit, Safe Deposit and other Departments this large National Bank renders St. Louisans a banking service unexcelled anywhere in the United States.

Through the First National Com-

pany, (Investment Division) this institution extends to the public expert investment counsel and service and is meeting the capital requirements for real estate developments

Through the St. Louis Union Trust Company (Trust Service exclusively), which is the oldest and one of the largest Trust Companies in Missouri, it is in a position to handle trust business of every character.

We will be glad to show you what better banking facilities can do for you, and invite you to become a friend and a depositor and share the prestige of St. Louis' largest bank.

FIRST NATIONAL BANK



Broadway Locust-Olive

L A R G E S T I N S I Z E A N D I N S E R V I C E

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

January, 1925

Number 5

TABLE of CONTENTS

THE NEW YEAR.....	5
By W. Palmer Clarkson	
1924 WAS PROSPEROUS YEAR.....	6
ACHIEVEMENTS OF CHAMBER IN 1924.....	7
OUTSTANDING BUSINESS DEVELOPMENTS.....	8
ST. LOUIS MAINTAINS SHOE LEADERSHIP.....	9
A. R. A. CONVENTION IN FEBRUARY.....	10
BUSINESS MOVES AHEAD.....	11
By Archer Wall Douglas	
CHAMBER'S FINANCIAL REPORT.....	12

OFFICERS

W. PALMER CLARKSON, President.
MELVILLE L. WILKINSON, First Vice-President.
CARL F. G. MEYER, Second Vice-President.
BAXTER L. BROWN, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER	E. D. NIMS
JOHN H. GUNDLACH	HARRY F. STIX
HAROLD M. HESS	JOHN B. STRAUCH
LOUIS F. LUMAGHI	F. W. A. VESPER
ROBT. L. NIEDRINGHAUS	LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN	MORTON J. MAY
IRVIN BETTMANN	JULIUS SEIDEL
WILLIAM R. COMPTON	*R. T. SHELTON
*F. ERNEST CRAMER	HOWARD V. STEPHENS
W. H. ELLIOTT	*O. L. SWANZEY
J. H. FARISH	L. A. VALIER

W. L. WIMMER

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman;
R. S. Rauschkolb, Secretary.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
Emil Ritter, Jr., Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. of C. BUREAU—
Theodore Fleming, President.
Dwight Holmes, Secretary.
MEMBERS' CONFERENCE—R. T. Shelton, Chairman.
W. Scott Hancock, Vice-Chairman.
MEMBERSHIP—W. S. Cummings, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter C. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—O. L. Swanzeay, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



(The Sturdy Studios, Chicago. Jos. F. Sturdy, Designer.)

Remodeling with Terra Cotta Secures Distinction


Changing conditions frequently require the remodeling and modernizing of sound old buildings. For this purpose no material possesses the possibilities or produces the results obtainable with Terra Cotta.

No detail is too delicate, no conception is too bold, to be reproduced in Terra Cotta. There are no restrictions in Terra Cotta as to color, nor limitations as to style. Terra Cotta is a plastic medium for the architect's genius, or the owner's fancy.

The Terra Cotta Service Bureau, 128 N. Wells St., Chicago, telephone Dearborn 4251 will be glad to help you solve any remodeling problem, without charge or obligation, and will show you many attractive treatments that have been successfully used on buildings remodeled for various purposes.

Build with TERRA COTTA for Beauty

Greater St. Louis



*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

January, 1925

Number 5

THE NEW YEAR

BY W. PALMER CLARKSON,
President, St. Louis Chamber of Commerce

ST. LOUIS enters upon the New Year with perhaps the brightest prospects in years. In every way, our city is moving forward with increasingly progressive steps to the great things which always have been predicted for us.

Perhaps this is just as well known to those outside our city as to St. Louisans—if not better known. Only the other day, a prominent banker of Chicago stressed the point, in addressing some business leaders of that city, that Chicago had best look to its laurels, for St. Louis is making gigantic strides, motivated by the energy of a united citizenry, which should give Chicago business men much concern. This banker, whose job of course is to observe closely the expansion and development of industries and markets, spoke in glowing terms of the advertising and exploitation St. Louis is putting across, calling attention to its attributes.

High praise like this, coming from such an impressive source, is pleasing to say the least. But it means one thing primarily: That others are watching our development and competition from them is going to be keener. So it behooves every citizen who calls himself a St. Louisan to be on the alert for the advancement of our city constantly for, without the solidified support of all our people, we cannot drive ahead to the prospects waiting to be capitalized upon.

So an important resolution for the coming year is—that of greater service to your city.

St. Louis Wholesale Firms and Manufacturers Did Vast Volume in 1924

Increase Over 1923 is Shown in Total, Although Some Lines, Due to Dullness of Several Months, Had Slight Declines—Other Lines Show Gains

DESPITE the depression usually attendant upon a year when there is a presidential election, which was more pronounced during 1924, perhaps, than in any other such year, business among St. Louis manufacturers and wholesale houses resulted in an aggregate volume for 1924 which compares favorably with 1923—an unusually good year—and in some instances made appreciable gains. The aggregate volume for these firms was \$1,904,087,500.

The first part of 1924 resulted in a fair business for most firms but the greatest demand came after the middle of the year. This was caused to a great extent by the improved financial condition among people in the agricultural districts, while in the larger centers of population unemployment became less noticeable and workers were receiving wages at least commensurate with their duties.

A consumer demand sprang up in the late fall months which caused more optimism on the part of retail merchants than had been the rule during the year. Until the end of the year this feeling received momentum and by December 1st considerable numbers of fairly large advance orders for spring merchandise were being received by St. Louis houses.

This condition has become more and more pronounced and as a result St. Louis firms generally are looking forward to an unequalled year in 1925. It is not expected there will be any boom but a gradual, steady and consistent growth which will find St. Louis business at the end of the new year having expanded greatly.

The survey on which these conclusions are based which has just been completed by "GREATER ST. LOUIS" showed that houses in practically every line are covering territories not generally considered in the St. Louis trade territory. In many lines the entire United States is being covered by traveling salesmen while other industries here are selling and shipping their products to every civilized country of the world.

A brief resumé of business during 1924, as shown by the survey, follows:—

Dry Goods, Hats, Caps, Gloves, Men's and Women's Clothing, Millinery, Neckwear

The total estimated volume for these classifications for 1924 was \$251,375,000, divided as follows: Dry Goods, \$140,000,000; Hats, Caps and Gloves, \$15,000,000; Men's Clothing, \$37,375,000; Women's Clothing, \$30,000,000; Millinery, \$25,000,000; Neckwear, \$4,000,000. Decreases in the volume of business for these lines were

general except in Men's Clothing and Millinery which showed increases. The increase in the number of trimmed hat companies resulting in St. Louis becoming a greater trimmed hat center, accounts for an approximate \$3,000,000 increase in this business. The general outlook for 1925 is for an increased volume in all of these lines due to anticipated greater demand. Merchants generally have been buying conservatively and should buy in increased amounts to replenish stocks.

Automobiles

The estimated production of the automobile industry in St. Louis, including the assembling plants of the Ford and Chevrolet companies, which are recognized as St. Louis institutions, was \$68,200,000.

Bakery Products

An increase in business estimated at 10 per cent over 1923, brings the volume of bakery products manufactured in St. Louis to approximately \$11,000,000. It is expected this rate of increase will continue throughout 1925.

Barber Supplies

The volume during 1924 reached \$3,000,000, an estimated increase over 1923 of \$500,000.

Boots and Shoes

Business done by St. Louis houses is estimated at approximately \$200,000,000 about the same as 1923 in production. Improved general conditions cause shoe houses generally to predict an increase during 1925. St. Louis is making rapid strides forward as the leading market for ladies' novelty shoes.

Candy

This line showed a slight increase during 1924, an estimated volume of \$9,000,000 being done by St. Louis concerns. This year should show an increase.

Carpets and Rugs

St. Louis houses estimate their 1924 business at \$15,000,000, somewhat less than 1923, but expect a substantial increase during 1925.

Coffee, Tea and Spices

Increased prices and demand brought the total of this business to approximately \$28,000,000 during 1924, as compared with \$20,000,000 for 1923. St. Louis roasting houses anticipate an increase for 1925.

China and Glassware

Business in this line is estimated as being the same as during 1923, approximately, \$5,750,000.

Business in Tabular Form

Automobiles	\$ 68,200,000
Automobile Accessories	20,000,000
Bakery Products	11,000,000
Barber Supplies	3,000,000
Boots and Shoes	200,000,000
Candy	9,000,000
Carpets and Rugs	15,000,000
Coffee, Tea and Spices	28,000,000
China and Glassware	5,750,000
Clothing (Men's)	37,375,000
Clothing (Women's)	30,000,000
Cooperage	3,000,000
Dairy Supplies	5,000,000
Drugs and Chemicals	60,000,000
Dry Goods	140,000,000
Enamelware and Stamped Ware	45,000,000
Electrical Industries	54,000,000
Fireclay Products	12,000,000
Fibre Shipping Case Business	5,000,000
Flour and Mill Feeds	45,000,000
Furs	30,000,000
Furniture	19,000,000
Glass	12,500,000
Groceries	127,000,000
Hardware	96,017,500
Hats, Caps and Gloves	15,000,000
Insurance	171,000,000
Jewelry (Wholesale)	7,500,000
Leather Belting	1,000,000
Lumber	120,780,000
Meat Packing	150,000,000
Millinery	25,000,000
Neckwear	4,000,000
Paint and Varnish Products	17,940,000
Paper, Stationery and Envelopes	30,000,000
Printing	17,750,000
Photo Supplies and Dry Plates	2,500,000
Piston Rings	3,500,000
Plumbers' and Gasfitters' Supplies	12,000,000
Railway and Street Cars	5,000,000
Railway Supplies	10,725,000
Refrigerators	8,000,000
Rubber Tires	9,750,000
Soap and Candles	20,500,000
Steel and Iron Products	110,000,000
Stoves and Ranges	14,000,000
Sugar Mill Machinery	2,300,000
Tobacco	60,000,000
Trunks and Valises	5,000,000

Total\$1,904,087,500

(Continued on Page 26)

Chamber's Activities During 1924 Touched Many Phases of St. Louis' Progress

New Industries Secured, Important Traffic Matters Brought to Fruition, Foreign Trade Fostered and Many Other Developments for Benefit of City, Result of This Organization's Activities

THE St. Louis Chamber of Commerce during 1924 achieved an impressive program of developments and has outlined a program of activities for 1925 equally as important to the development of the city. Only a few of the more important accomplishments of the Chamber can be touched upon here, because of the diversity of the organization's activities.

The industrial department secured new industries for St. Louis in addition to carrying on a program of civic development; the traffic bureau of the chamber, through its work succeeded in getting a number of freight rates more favorable for St. Louis shippers, and helped bring about the inauguration of new passenger trains in and out of this city; the foreign trade bureau made thousands of translations of foreign communications for St. Louis houses, and generally the work of the Chamber during 1924 was of tremendous importance to the advancement of St. Louis.

The industrial department, while its most important work is that of working with industries located here, and in securing new industries, is also a utility bureau handling a wide variety of civic matters.

During the year the department was active in securing most of the twenty new industries which located in St. Louis.

In addition to the above, some of the home industries expanded their plants and gave employment to many thousands of additional workers.

Notwithstanding the fact that during 1924 we had several handicaps, such as the general business depression during the early part of the year and the presidential election during the latter part, the results obtained in the local district were considered good under these conditions.

A great deal of research work and surveys of an industrial nature have been conducted, but may not be consummated until after months and sometimes years of negotiation. As one instance, a large Eastern manufacturer of valves, has decided to locate his plant here, but for the present negotiations are in abeyance.

In addition to making specific surveys, we are called upon to give much detailed information of a general nature that covers many angles, which eventually results in individuals, families and new establishments of some kind or other moving to St. Louis.

Some of the other activities of the department during the past year included the adoption of the smoke regulation ordinance, approved April 21, 1924; working for the restoration of the training camp at Jefferson Barracks, and the return to that post of the Seventh Corps Area, and details pertaining to the extension of the air mail service to St. Louis. Work on these is still in progress.

A large number of individual owners and real estate companies listed with us during the past year their industrial

properties, for many of which we have already found tenants.

The Industrial Department handled thousands of inquiries resulting from the Municipal Advertising Campaign. These inquiries indicate that many individuals and industries are interested in making their home in St. Louis, and the Chamber is working to bring more of them here.

In addition to securing freight rates which are effecting great saving to St. Louis shippers, the Traffic Bureau of the Chamber has also maintained and stabilized the package car service out of St. Louis, which is a model of this particular kind of freight service that has been followed by other great markets throughout the United States. This idea was originated and initiated by the Traffic Bureau of the Chamber, and constantly inquiries are being received from other cities throughout the nation asking how this particular service is so effectively maintained.

As is known, this package car service gives practically express service on less-than-carload lots shipped out of St. Louis. This service is an evolution of co-operation, which has taken years to develop and is one of the great factors of the St. Louis market in selling its wares throughout the United States.

During 1924 the Traffic Bureau did the work necessary to secure excursion rates from other cities to St. Louis during the

Style Show, and these rates also are secured by the bureau semi-annually for the American Retailers' Association and for the St. Louis trade weeks, when hundreds of merchants come to St. Louis to do their spring and fall buying. The Traffic Bureau also obtains reduced fares from the territory contingent to St. Louis for the Veiled Prophet festivities and for the Shoe Pageant, which opens this week.

This bureau is looked upon by the business men of St. Louis as one of the vital factors affecting the business interests of the city, and the traffic experts who compose the staff of this bureau are constantly studying the freight rates of every large city in the United States to see that there is no discrimination against St. Louis to any point on any commodity.

One of the departments of the Chamber of Commerce which does much to bring about a closer understanding between St. Louis and the St. Louis trade territory is the Development Service Bureau. This bureau renders service to communities throughout our trade territory, which, in turn, creates good will for this market. Many towns and cities in our territory were visited by the staff of this bureau during 1924. Their speakers addressed a total of nearly 200,000 persons.

As a result of this bureau's work there is more diversified farming in sections where it has worked and there is also more intensified farming, bringing about a more prosperous condition in these agricultural districts, which gives the people of

Importance of Chamber's Work

THE items listed in the accompanying articles, and many similar items, indicate the necessity that some organization handle for the city these things which no individual would attempt, nor succeed in if he should attempt. Such an organization is the Chamber of Commerce. Its usefulness to the city is limited only by the amount of support accorded it by our citizens. This support is furnished by those who become active members. The Chamber has no revenues except its membership dues. There are nearly 4000 members at present, but there are at least 2000 non-members who ought to join in this work and help pay for it in addition to benefiting from its results.

Building and Construction Here During 1925 to be of Tremendous Volume

Some Firms Believe Building Boom May be Like That Following World's Fair in 1904—Great Amount of Bond Issue Work to be Done During Year

AS A new year comes into being, followers of business conditions, whatever the business, are eager to know any indications as to the year's building program. Will it exceed, equal or fall below that of the year, or of the two years, before? When industrial or general construction slows up, it is a pretty reliable sign that business as a whole isn't what it was. But if building construction keeps up to standard, the indication is that prosperity is still with us, with the American flag waving triumphantly above.

The 1925 outlook for St. Louis promises continued prosperity in its building activity, equal to, and perhaps greater than, the previous two years. Furthermore, it promises to be of a stable and permanent kind. Instead of the tremendous amount of speculative building of the last few years here, as elsewhere, permits and boards show that a substantial building program has been inaugurated including the erection of many office and mercantile buildings, factories and warehouses of the highest type of construction.

In the two years which have gone before, permits have been a little more than \$40,000,000 per annum. And although speculative building is apparently at the end of its cycle, this year's expenditure in building will nevertheless be equal to, and probably greater than, the above amount for the previous two years here.

The following list of proposed structures for St. Louis and those now under construction shows that here there will be no slackening of building operations, but in all probability a more energetic year than 1924.

Buildings now under construction:

- \$5,000,000 office building to cover entire block bounded by Pine-Chestnut-Ninth and Tenth streets for Southwestern Bell Telephone Company.
- \$3,000,000 eight-story bank and office building at 411 Locust street for Federal Reserve Bank.
- \$1,000,000 Department store addition on Fourth and Washington avenues for Nugents.
- \$1,000,000 theatre at 714 North Grand avenue for Metropolitan Theatre Corporation.
- \$1,000,000 warehouse at Spring and Market streets for May Building Company of Missouri.
- \$500,000 nine-story tenement building for twenty-seven families at 725 Skinker Road for Wagner-Grant-Bell Realty Company.
- \$500,000 Masonic Temple at Spring and Lindell avenues.
- \$500,000 seventeen-story hotel at Eighth and St. Charles streets for Mavfair Investment Company.
- \$500,000 stores and garage at 18th and Pine streets for John S. Lionberger.
- \$300,000 factory at Kingshighway and Manchester for Moore-Jones Brass Foundry.

Proposed structures:

- \$4,000,000 twenty-two story theatre and office building at Seventh and Locust streets for Skouras Brothers.
- \$1,500,000 twelve-story theatre, hotel and community center at Pendleton and Finney avenues for Hortona Manufacturing Company.

\$1,500,000 eleven-story addition to Odd Fellows Building at Ninth and Olive streets for Olive and Ninth Street Realty Company.

\$1,000,000 Printing factory at Tower Grove and Racecourse avenues for Woodward-Tiernan Printing Company.

\$1,000,000 twelve-story office building at 13th and Locust streets for Roxana Petroleum Corporation.

\$1,000,000 ten-story addition to Jefferson Hotel at 12th and Locust streets.

\$500,000 theatre and office building on North Union boulevard for William Goldman.

\$500,000 theatre-store and tenement building at Union and Northland avenues for Laval Investment Company.

\$200,000 theatre building at 5900 Pershing avenue for Saum Brothers.

In addition to this regular program, the shortage accumulation from 1914 to 1924 inclusive for St. Louis is approximately 500 per cent. Of the thirty largest cities in the United States, Port-

land showed the highest percentage in shortage accumulation for the above years, with St. Louis second, according to the latest statistics. Only seven of these same cities built as low a percentage of the normal building as St. Louis during 1924. And only fifteen of the cities met their normal building needs for the year and reduced the shortage of back years. Therefore St. Louis is far from being alone in this state of affairs, created primarily by the war at which time building ceases. Local contractors, engineers, architects and builders agree that the year 1925 is starting out more propitiously with the above program than 1924 in building, with the prospect of making an enviable record. It has even been prophesied that this year's building would exceed that of any year since the end of the war, when cities began to catch up on their contracts. There might even be a boom similar to that following the World's Fair in 1904. But these are merely conjectures derived from early indications.

In addition, the provisions for municipal improvements of the \$87,000,000 bond issue are being taken care of regularly. There is now under contract \$15,000,000 of the total bond issue, with \$10,000,000 more for 1925, including sewers, streets, parks and street widening; and a \$12,000,000 investment in addition to our present water works. There is also an amount of \$25,000,000 to be invested in a municipal auditorium, courthouse, memorial building and hospital.

Building Activity in St. Louis

THE volume of building in St. Louis the last two years has attracted attention of construction firms in every section of the United States. The building done has been primarily office buildings and industrial plants, although the number of new homes built here in recent months has been tremendous.

Thus is shown impressively the expansion and growth of St. Louis generally. More industries are locating their plants here, others are opening warehouses from which distribution is made more effectively and, naturally the population is increasing.

The building program contemplated here during 1925 doubtless will hold up to the aggregate volumes of 1923 and 1924 and there is every indication that these volumes will be exceeded.

St. Louis Conclusively Demonstrates Leadership Of Shoe World

**Total Sales During Pageant of Footwear Fashions
Concluded with Sales Aggregating \$8,000,000—Retail
Merchants Buy Heavily for Spring and Easter Trade**

WITH the St. Louis Pageant of Footwear Fashions just concluded and with total sales conservatively estimated at \$8,000,000, this city has conclusively demonstrated its leadership in the shoe world. The pageant was staged by the St. Louis Shoe Manufacturers' and Wholesalers' Association.

More than 4000 merchants, representing virtually every state in the union but principally from Kansas, Oklahoma, Texas, Missouri, Arkansas, Tennessee, Mississippi and Louisiana attended the three-day pageant and viewed the 25 models who paraded, with their pages, down a long runway through the midst of the assembled visitors. The models wore, not only the latest and newest styles in feminine and children's footwear as created in St. Louis, but were correctly attired as to dress and hats, all supplied by St. Louis firms.

Manufacturers characterized the buying as verging on a stampede. Merchants began making purchases as soon as they arrived and they kept at it until the wind-up. It was evident ample stocks were being bought in anticipation of a heavy Easter trade. As the shoe trade is held to be an unfailing barometer of other conditions, business men feel that their confidence in the new year is being highly justified.

The visitors expressed amazement at the magnitude of the shoe manufacturing business here. The 79 factories in the St. Louis district in 1924 turned out 60,000,000 pairs of shoes with a total valuation of \$200,000,000. There are now 23 firms operating here employing 35,000 persons. Last year's payroll was \$45,000,000.

The styles as displayed at the pageant were made up mostly of contrasting complimentary colors and harmonizing color combinations. Some modes showed the "swagger strap", starting from the inside below the instep and fastening at the ankle on the outside. Small bows, at the side or center and one eyelet ties were in favor. Street and sport wear shoes were shown in varying material combinations, patent and suede, suede and kid, and alligator and calf. Tan and brown appeared in combination with many variants such as beige, blonde, penny brown and rosewood.

An important phase of the gathering was merging of the Missouri Retail Shoe Dealers Association and the Tri-States Retail Shoe Dealers Association into the Southwest Retail Shoe Dealers Association. This will lead to the holding of a district convention to take the place of numerous state conventions. C. E. Williams of St. Louis was chosen president. Other officers are: A. E. Ebbs, St. Louis, secretary and treasurer;

vice presidents: Ruben Steifel, Memphis; A. J. Kempner, Little Rock; H. W. Bergman, Greenville, Miss.; and J. W. Mullen, Moberly, Mo. Directors: Oscar Poe, Little Rock; Sam Katzenstein, Pine Bluff, Ark.; Robert Love, Memphis; Morris Ellis, Nashville; Abe Simon, Meridian, Miss.; A. Metzker, Vicksburg, Miss.; J. M. Wood, Hannibal, Mo., and Otto Schultz, Jefferson City, Mo.

The pageant was so overwhelmingly successful that it will be held again next year early in January.

Retail merchants expressed keen satisfaction with the complete stocks carried by the St. Louis houses.

There are, on Washington avenue, St. Louis, the Shoe Street pre-eminent in the United States, floor stocks at all times of from twenty to thirty millions of dollars' worth of shoes. Retailers can thus know that their orders are in the majority of cases sent out the same day received, for almost no order received is ever on numbers of which there is more than a mere temporary shortage, and in by far the greater number of instances, the shoes are on the way to the merchant within twenty-four hours after the order is received. To the merchant this means that he can fill in his stock as often as he likes, eliminating from his re-orders the slow moving numbers, and concentrating on a completely sized stock of the popular styles.

One of the chief factors responsible for the growth of St. Louis as a shoe distributing center is its strategic location. The Mississippi River, that caused St. Louis first to be selected as a trading post in the early days, is destined in the not far distant future to play again a most im-

portant role in bringing commerce to St. Louis. The position of St. Louis, literally in the heart of the richest agricultural section in the United States—some say of the world—has given it ample reason for becoming the great shoe manufacturing center that it is. There are more people living within a radius of 300 miles of St. Louis than within the same distance of any other large American city. This zone of consumption is easy of access and has unparalleled shipping facilities, and this condition has been one of the most powerful influences in developing successfully the shoe industry in St. Louis.

As the market has grown larger and larger, until now shoes made and sold by St. Louis factories comprise one-sixth of all those made in America, the city's reputation for dependable shoes, with quality built in, has always been maintained.

St. Louis Maintains Prestige

THE eyes of the shoe world are on St. Louis as a result of the outstanding success of the shoe pageant—both from the viewpoint of the vast volume of business done during the event and in the outstanding artistic success of the occasion. The shoe pageant demonstrated forcibly its value to the St. Louis shoe market as a means of helping this market continue as the Mecca of shoe retailers and members of the shoe manufacturers association which sponsored the event have decided unanimously to conduct another such pageant next season.

Business generally throughout the nation will be affected to some degree by the great volume of buying done by the shoe retailers during their visit to this market. Without exception merchants from every section of the nation bought enthusiastically in anticipation of a great demand for goods from consumers during the spring months. The shoe business naturally is viewed as an important barometer to indicate tendencies and the feeling generally is better as a result of the impressive volume of goods bought during the pageant.

Third Semi-Annual Convention American Retailers' Convention Here February 9 to 16

Program Replete With Entertainment and Educational Features—Attendance of 3000 Merchants from Every Section of Nation Planned For

THE third semi-annual convention of the American Retailers' Association, whose membership consists of over 3,000 Retailers from 41 States of the Union, will be held in St. Louis, February 9-10-11-12-13-14 and 16. A feature of the convention will be the Move-More-Merchandise Conference, conducted by the St. Louis Advertising Club, on Tuesday afternoon and evening, February 10, and Wednesday afternoon, February 11.

Committees composed of business and civic organizations have been working out the details of the program in conjunction with executives of the American Retailers Association, and it is expected that this convention will be more attractive than any one that has ever been arranged.

At the Educational Sessions, detail stories of problems retailers are facing will be made, and authorities on the various problems will address the group meetings.

The Convention will open with a joint Luncheon Meeting of the American Retailers Association and the Advertising Club, Tuesday noon, February 10, on the 16th floor, Statler Hotel. R. Fullerton Place, president of the Advertising Club, will preside. The feature address will be made by The Rt. Rev. James E. Freeman, D. D., Bishop of Washington, D. C., on "The First Line of Defense". Following the luncheon, the Educational Sessions will begin.

A series of entertainment features have been arranged for the American Retailers Banquet, which will be held on Wednesday evening, February 11, in the Ball Room, 16th floor, Statler Hotel. L. G. Boone, president of the American Retailers' Association, will preside. Arrangements are being made to take care of the overflow attendance which is anticipated. All the dining room facilities of the Statler Hotel have been reserved for the occasion. Theodore H. Price, editor, "Commerce and Finance," of New York City, will deliver the principal address on this occasion. Following his address, an entertainment program will be staged.

Fare-and-half-round-trip rates to St. Louis have been granted for the convention week by the following passenger associations:

Southwestern Passenger Association, including the following States: Texas, Oklahoma, Louisiana, Arkansas, Missouri.

The following Southwestern lines are not party to the reduced excursion fares herein announced

Arkansas, Louisiana & Missouri Ry.; Fort Smith & Western Ry.; Graysonia, Nashville & Ashdown R. R.; Jonesboro, Lake City & Eastern R. R.; Kansas, Oklahoma & Gulf Ry.; Louisiana & Arkansas Ry.; Mississippi River & Bonne Terre Ry.; St. Louis, El Reno & Western Ry.

Western Passenger Association, including the following States: Kansas, Nebraska, Iowa, Missouri and Illinois—(Western Passenger Association territory in Illinois includes that part on the north of Chicago-St. Louis line of the C. & E. I. R. R. (with the exception of the Illinois Central, whose entire line in Illinois is governed by the Western Passenger Association action). Points in Illinois, south of that line, are governed by the Central Passenger Association from which reduced rates will not apply.)

The following important points should be remembered by members attending the convention:

1. Each member must have a certificate receipt.
2. Each member must have a separate certificate receipt for each ticket he purchases. One receipt for more than one ticket will not be honored or validated.

3. If it is impossible to get a certificate receipt from the local ticket agent, a regular receipt will be satisfactory, and should be secured when ticket is purchased.

4. The ticket must read to the point where the convention is to be held and no other.

5. The certificate receipt must be stamped with the same date as the ticket.

6. Members must call at railroad station for ticket and certificate at least thirty minutes before departure of train.

7. Upon arrival at convention headquarters, each member must have certificate receipt validated by the Secretary, Scott R. DeKins, and the joint agent of the carriers,—Room 954 Century Building, 9th and Locust streets.

8. No refund of fare will be made on account of the member's failure to either obtain the proper certificate or on account of failure to have certificate validated upon his arrival in St. Louis.

9. Return tickets issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.

The schedule of events, including the luncheon, educational sessions and the banquet, follows:

Monday, February 9.

Registration of Retailers—Hotel Statler.

Tuesday, February 10.

12:00 Joint Luncheon—American Retailers Association and Advertising Club of St. Louis, President Place presiding. The Retailers will be guests at the luncheon. Representatives of St. Louis houses will be charged \$1.00.

Introduction of President L. G. Boone of the American Retailers Association, and other prominent men at the head table.

Feature address—The Rt. Rev. James E. Freeman, D. D., Bishop of Washington, D. C. Subject—"The First Line of Defense."

2:15. Address—Martin L. Pierce, Manager of Research and Promotion Department, The Hoover Company, North Canton, Ohio. Subject—"Advertising, The Open Road To Profit." A message for the Retailers.

3:15. Address—James W. Fisk, Merchandising Counsellor, "The Journal," Milwaukee, Wisconsin. Subject—"Making More Money in Retailing." A message on how to keep clean stocks and speed up the turnover.

4:00. Address—R. T. Whitnah, Display Manager, Crosby Brothers, Topeka, Kansas, Chairman Executive Committee, International Association of Display Men. Subject—"The Importance of Window Display." Demonstrating how to make windows and interior displays pay a profit.

4:45. Address—S. P. Preston, editor, "Gillespie News," Gillespie, Illinois. Subject—"Making Newspaper Publicity Pay." A store of cooperation between the Retailer and Newspaper Man.

Tuesday Evening.

"Brass Tacks" Session.

Chas. E. Williams, 1st Vice-President Advertising club, presiding.

7:00 Card Writing Demonstration.

7:45. Address—E. U. Berdahl, Secretary-Treasurer, South Dakota Retail Merchant's Association, Sioux Falls, South Dakota.

Subject—"Unseen Losses, Why They Exist, And How to Prevent Them." A surprising revelation to the retailers.

(Continued on Page 14)

The Rising Tide of Business

Natural, Normal, Steadily Growing Business to be Experienced During First Half of Year—Conditions in Most Sections of St. Louis Territory Give Promise of Bright Outlooks for Future

By Archer Wall Douglas

IT STILL continues to be much the fashion to forecast the coming of abundant prosperity in the near future, apparently on the theory that by much repetition of this belief we shall create that feeling of courage and confidence which is at once the cause and precursor of better times.

It reminds me of the saying in The Mikado that when the Emperor of Japan ordered a thing done, it was as good as done, and therefore why not say so. The essential difficulty about this method of propaganda is that it is not very convincing to that great company of workers and doers in every phase of economic life whom it especially seeks to influence, but who are principally remarkable for their good sense and grasp of realities. There are still a good many scattered spots in the United States, also some industries, where things are not going well. And the people in these localities and in these industries are well aware of the situation, and are not misled by general averages however interesting and encouraging a story they present. The volume of business in the Saint Louis territory is made up of the products and purchases of a great number of localities, and we shall get a more intelligent conception of present conditions and future likelihoods by visualizing these different localities than by including them all in the generalization of being good prospects for the coming spring.

Soft coal mining in Kansas, Missouri, Illinois, Kentucky and Indiana is temporarily better employed because of cold weather, but the fundamental problem of steady work at good wages for the miners is apparently as far from solution as ever.

There are at work, however, certain natural forces, the Survival of the Fittest among them, that promise to give answer before very long to the difficulties which have afflicted and disturbed this great industry. On the other hand, the lead and zinc mines in Missouri, Arkansas, Kansas, and Oklahoma ended the year of 1924 with the greatest twelve months' output in their history in that strip of country where the four states border upon each other. Kansas and Oklahoma have also much wealth from the soil in the form of crops, corn and wheat in both of them, and cotton in Oklahoma, whose cash returns have enabled their farmers to discharge their obligations, and still have some money left. It is well, however, to take with a large grain of allowance those interesting and alluring fictions which tell of the cash the farmers received for their harvests. Much of this harvest still remains to be marketed, and there is no known way of finding out what the farmers actually receive for their commodities, and consequently of saying how close these estimates are to the actual facts. Suffice it, however, that the farmers did get enough money this season to put most of them in the Southwest and Central South on "easy street" compared with their financial condition before harvest. Arkansas, Mississippi, Tennessee, Alabama and Louisiana are in much the same condition as Kansas and Oklahoma, though not quite to the

same degree, and conditions in them range mostly Fair, with a large amount of Good, and with very few Poor spots. The people in Texas are mostly engaged in sitting on top of the world, save in the extreme East where crops were poor, and matters go slowly. For the Lone Star State had two great crops in succession, and there is much money in the Commonwealth.

The only fly in the ointment in the story of the Southern states is that first too much rain, followed by too much dry weather, cut short their feed and forage crops, and consequently much of the money that cotton brought must go to the Central West for these necessities for man and beast.

In the Central West, Iowa had the shortest corn crop in thirty years, and much of it not merchantable. As one of the observers in Iowa said: "We have no corn, and consequently can't have much in the way of livestock." Business in Iowa is consequently quiet compared with that of her sister commonwealth, Nebraska, where corn and wheat were good crops and at high prices. Iowa, however, has two great sources of ready cash, poultry and dairy industries, and they are ever present helps in time of trouble. Iowa has plenty of company in her troubles about

livestock, for feed proportionately is higher than cattle in all sections of the country, and sheep with high priced wool are the only redeeming feature in the livestock business. These problems bring their own cure in the natural process of time, by a readjustment of the relative prices of the two commodities, and that is already under way. Illinois and Indiana had something of the same experience of Iowa with corn and livestock, but not the same degree, and mostly in scattered localities. They offset these experiences, by activity of industrial life, where production is increasing, and by the great program of building and construction which promises even greater expansion in the spring. Missouri shares these fortunes likewise, and the entire country gets the benefit of the enormous business done by the transportation interests in all its phases.

So any detailed study of the situation can arrive only at the conclusion that the facts as they exist are sufficient warrant for hope and confidence, and for definite action for expansion in the future, if sections and localities be selected by intelligent observation and analysis of their possibilities. Also, if the method be that of going slowly and with full comprehension that we are not yet ready for any great outburst of prosperity, but rather for a natural, normal, steadily growing business which undoubtedly will be our portion for the first half of this year.

The general thought runs much along these lines with no delusions as to a sudden change of scene in the economic world, largely because the times are not yet set for such transformation despite much exuberant prophesy to the contrary. Such overflowing good times might come later, but they are not due yet, until some serious problems have at least had partial solution.

The St. Louis Territory

MR. DOUGLAS points out that conditions in the St. Louis trade territory are showing constant improvement, and that during the first half of 1924 a normal volume of business, showing constant improvement, will be had, most likely. Texas, it is pointed out by Mr. Douglas, enjoys perhaps the most generally prosperous condition of any state in the South or Southwest and this condition is reflected in the great volume of orders being received by St. Louis houses from that state.

A comprehensive survey covering every section of the United States has just been concluded by Mr. Douglas and it is upon the observations made during this survey that statements in the accompanying article are based.

C. of C. Financial Report for 1924

Report of Audit on the Financial Condition of the St. Louis Chamber of Commerce Dec. 31, 1924, by the Audit and Bond Company of America, Public Accountants

"EXHIBIT A"

SAINT LOUIS CHAMBER OF COMMERCE

BALANCE SHEET

December 31, 1924

ASSETS

Current Assets:

Cash:

National Bank of Commerce, St. Louis	
General Checking Account.....	\$ 3,857.95
Pay Roll Account.....	250.00
Petty Cash Fund in Drawer.....	150.00
	\$ 4,257.95

Accounts Receivable:

Membership Dues.....	\$ 43,887.42
Advertising Accounts.....	3,245.46
Dining Room Accounts.....	365.25
	47,498.13

Miscellaneous Loans and Advances:

Metropolitan Committee, City of St. Louis	\$ 3,954.38
American Retailers Association.....	1,108.92
Missouri Association.....	354.74
Miscellaneous.....	800.37
	6,218.41

Inventory:

Dining Room Supplies (Food).....	1,186.82
	\$ 59,161.31

Investments:

National Motors Corporation	
7% Debenture Trust Notes.....	\$ 1.00
Vacant Lots, Ely City, Nevada.....	1.00
	2.00

Prepaid Expenses:

Insurance Unexpired.....	\$ 585.95
Postage.....	266.38
	852.33

Fixed Assets:

Office Furniture and Fixtures.....	\$ 2,500.00
Dining Room Equipment.....	18,984.83
	21,484.83

Total.....	\$ 81,500.47
------------	--------------

LIABILITIES

Current Liabilities:

Accounts Payable.....	\$ 12,741.73
-----------------------	--------------

Deferred Credits to Income:

Rentals Paid in Advance.....	466.66
------------------------------	--------

Reserve for Bad and Doubtful Accounts:

Reserve for Doubtful Dues Receivable.....	\$ 12,239.43
Reserve for Doubtful Advertising Accounts.....	951.50
Reserve for Doubtful Sundry Accounts.....	408.30
	13,599.23

Reserve for Depreciation:

Dining Room Equipment.....	3,268.20
----------------------------	----------

Surplus:

Balance December 31, 1923.....	\$ 54,584.70
Less: Reserve Provisions for:	
Doubtful Membership Dues of Prior Years	\$ 16,788.72
Doubtful Advertising Accounts.....	951.50
Doubtful Sundry Accounts.....	419.90
	18,160.12
Total.....	\$ 36,424.58
Plus Net Revenues for 1924.....	15,000.07
Balance December 31, 1924.....	51,424.65
Total.....	\$ 81,500.47

"EXHIBIT B"

SAINT LOUIS CHAMBER OF COMMERCE

REVENUES AND EXPENDITURES

Year Ended December 31, 1924

Revenues:

Gross Dues Assessed.....	\$192,979.86
Less Delinquent Accounts and Resignations.....	18,859.58
Net Dues Assessed.....	\$174,120.28
Interest on Bank Deposits.....	112.63
	\$174,232.91

Expenditures:

Administrative and General Salaries.....	\$ 21,666.22
Bureau Expenses:	
Charities.....	\$ 3,015.46
Development Service.....	11,068.56
Foreign Trade.....	5,650.45
Industrial.....	10,240.49
Membership.....	9,309.54
Publicity.....	4,702.21
Sales Managers.....	6,326.87
Traffic.....	23,108.85
	73,422.43
St. Louis Furniture Board of Trade.....	2,502.98
Appropriations by Board of Directors.....	2,142.96
Rent.....	\$ 24,000.00
Less: Rentals Received from Sub-leases.....	16,614.92
	7,385.08

Building Upkeep:

Wages.....	\$ 5,480.52
Supplies and Expense.....	2,319.42
Depreciation on Dining Room Equipment.....	1,898.49

Dining Room Operations:

Wages.....	\$ 17,426.86
Purchases.....	23,476.47
Less Dining Room Income.....	38,835.17
	2,068.16

"Greater Saint Louis":

Printing and Miscellaneous.....	\$ 16,025.77
Salaries.....	2,712.50
Postage.....	1,522.51
	\$ 20,260.78

Less Income from Advertisements.....	17,525.44
	2,735.34

Members Conference.....	6,528.51
Entertaining.....	1,013.54
Expense of Delegates.....	713.45
Conventions.....	4,000.00
Safety Council.....	1,020.00
Committee Expenses.....	360.21
Auditing Department.....	6,542.04
Legal Department.....	3,574.80
Dues in Other Organizations.....	1,352.71
Telephone and Telegraph.....	3,472.94
Printing, Stationery and Supplies.....	2,694.47
Insurance.....	166.91
Lighting.....	1,176.00
Postage.....	980.28
Interest on Notes Payable.....	210.02
Miscellaneous General Expense.....	3,805.36
	159,232.84

Net Revenues for the Year.....	\$ 15,000.07
--------------------------------	--------------

"EXHIBIT C"

SAINT LOUIS CHAMBER OF COMMERCE

CASH RECEIPTS AND DISBURSEMENTS

For Year Ended December 31, 1924

Cash Receipts:

Membership Dues.....	\$160,987.61
Rentals Received.....	16,614.92
Advertising in "Greater St. Louis".....	17,442.81
Dining Room Receipts.....	31,134.30
Borrowed on Notes Payable.....	17,500.00
Interest on Daily Bank Balance.....	112.63

Total Cash Receipts.....	\$243,792.27
--------------------------	--------------

Cash Disbursements:

General and Administrative Salaries.....	\$ 21,249.77
Rent.....	24,000.00
Building Maintenance.....	7,260.82
Auditing Department.....	6,305.88

Bureau Expenses:

Foreign Trade.....	\$ 5,422.44
Industrial.....	9,763.61
Development Service.....	11,099.54
Traffic.....	22,434.71
Sales Managers.....	5,189.11
Membership.....	8,433.78
Publicity.....	5,420.17
Charities.....	2,966.87
	70,730.23

Notes Payable.....	17,500.00
Dining Room Operations.....	35,835.50
Dining Room Investment.....	5,508.96
Expense "Greater St. Louis".....	19,069.18
Members Conference.....	2,654.05
Conventions.....	4,713.45
St. Louis Furniture Board of Trade.....	2,301.81
Appropriations by Board.....	1,669.36
Dues in Other Organizations.....	1,374.71
Safety Council.....	1,020.00
Postage.....	8,365.50
Legal.....	3,733.80
Telephone and Telegraph.....	3,330.31
Printing, Stationery and Office Supplies.....	2,298.64
Lighting.....	1,416.68
General Expense.....	4,127.91
Cash Advances.....	2,886.97
Entertaining.....	437.87
Interest on Notes Payable.....	210.02
Insurance.....	77.69
Taxes.....	40.76

Total Disbursements.....	248,119.77
--------------------------	------------

Excess of Cash Disbursements over Receipts.....	\$ 4,327.50
---	-------------

Cash on Hand and in Bank, December 31, 1923.....	8,585.45
--	----------

Cash on Hand and in Bank, December 31, 1924.....	\$ 4,257.95
--	-------------

AT THE SIGN OF "FASHIONS OF THE HOUR"



GENUINE ST. LOUIS HOSPITALITY AWAITS YOUR MARKET VISIT

¶ We anticipate with pleasure the market visit of the Merchants and Milliners of this great territory. We assure you of the warm hospitality, traditional of St. Louis, and will do everything possible to make your stay profitable and pleasant for you.

¶ Of course your first interest will be the values you can get in Millinery, and we have made earnest efforts to create a line of Ladies' Trimmed Hats that will delight you with their beauty and surprise you with their remarkably low price.

¶ In addition to our regular \$24.00—\$30.00 and \$36.00 hats which have set the pace in this market, we are now featuring unusual values at \$12.50—\$16.50 and \$19.50, and have also added a big department for Children's Hats.

IF YOU CAN NOT COME TO MARKET—WE'LL BRING THE MARKET TO YOU

Nancee
SMART HATS

Hundreds of successful Millinery Stores and Departments are making big money by using our

NANCEE SERVICE

We send them weekly shipments of from 3 to 12 beautiful hats at \$2.00—\$2.50—\$3.00, to retail at \$5.00—\$7.50, and give exclusive agency to one account in each town. Please come in and let us explain the service or write us for a descriptive folder.

Hats not
satisfactory
may be
returned
at once
on receipt
at

our expense

=
DISCOUNTS

7%—10 days

6%—30 days



BEAUTIFUL HARAL HATS

at \$5.00

To Retail at \$10.00—\$15.00

Our wonderful line of hand-made HARAL HATS is attracting favorable attention throughout the country. The style, material and workmanship is thoroughly top grade and the line will compare favorably with hats at double the price. It will pay you to get this exclusive agency for your town.

If we can make hotel reservations or be of any other service to you, please let us know

WHEN IN A HURRY FOR HATS, JUST WIRE AT OUR EXPENSE. WE'LL SEE THAT YOU GET REAL SELLING NUMBERS AND THE BEST VALUES THE MARKET AFFORDS

YOURS FOR SERVICE,

ZIEGLER MANUFACTURING COMPANY

905 Washington Avenue

ST. LOUIS

OPPOSITE CORNER TO THE
STATLER HOTEL

Retailers' Convention

(Continued from Page 10)

8:30. Address—R. C. Dolbin, Superintendent of A. Harris & Company, Dallas, Texas. Subject—"Ways And Means Of Building An Efficient And Loyal Store Organization."

9:15. Address—A. J. Willmann, of Willmann & Sons, Hannibal, Missouri. Subject—"Advertising Ideas That Increased Cash Business Three Hundred Per Cent In Six Years." A talk that covers cooperative advertising of the city—as well as newspaper, direct mail and other forms of retail advertising.

Both afternoon and evening sessions to be followed by a conference on window trimming and exhibition of show card writing.

Wednesday P. M., February 11th.

Felix Coste, 2nd Vice-President Advertising Club, presiding.

1:45. Address—W. Leonard Thompson, Assistant Chief, Domestic Commerce Division, Washington, D. C. Subject—"A Service Station For Retailers."

2:45. Joint Address—Demonstrating Direct Mail Advertising for the retailer. E. S. Charles, The Charles Company, Napoleon, Ohio. Subject—"Using Direct Mail Successfully."

L. R. Heflin—Secretary and Treasurer of the G. & G. Stores Company, Fairfax, Oklahoma. Subject—"Outmailing The Mail Order Houses."

3:45. Address—L. G. Boone, President American Retailers Association. Subject—"Plans for 1925."

6:30. Banquet—American Retailers' Association. L. G. Boone, President, American Retailers' Association, presiding. The retailers will be guests at the banquet. A handsome souvenir will be given each retailer in attendance.

"Greetings From American Retailer's Association"—L. G. Boone, President.

"Welcome To St. Louis"—Hon. Henry W. Kiel, Mayor.

"St. Louis Chamber of Commerce Welcomes You"—W. Palmer Clarkson, President.

"Greetings From The Advertising Club of St. Louis"—R. Fullerton Place, President.

Several Entertainment Features.

Address—Theodore H. Price, editor "Commerce and Finance," of New York City. A handsome souvenir will be presented to all Retailers who attend.

SUMMARY.

Convention, American Retailers Association: February 9-16, 1925 inclusive.

Dates of sale of tickets: February 6-12 inclusive.

(Members should be sure on purchasing ticket to ask for a Certificate Receipt. If this cannot be secured, a regular Receipt will be satisfactory.)

Dates for validation of Certificates: February 9-16 inclusive.

Place for validation of Certificates: Room 954 Century Building, 313 North 9th St., St. Louis, Mo.

Certificates will be validated by: Scott R. DeKins and an agent of the railroads.

Validation hours: 8:30 to 5:30; Saturday, 8:30 to 3:00.

Final honoring date of Certificates: February 19, 1925.

Headquarters for Convention: Statler Hotel, 9th and Washington, St. Louis.

Registration of delegates: Assembly Room, 16th floor, Statler Hotel. February 9, 10, 11.

Complimentary Luncheon: Tuesday noon, February 10, Hotel Statler, 16th floor.

Educational Sessions: Tuesday afternoon and evening, February 10, and Wednesday afternoon, February 11. Statler Hotel.

Banquet and Entertainment: Wednesday evening, February 11, in the Ball Room, Statler Hotel.

All educational sessions, the luncheon and banquet will be held at the Statler Hotel. Delegates after they register on the 16th floor will receive an envelope containing a badge, a ticket for the educational sessions, for the luncheon and for the banquet.

Roy A. Wentworth Now With Corona Sales Company

Roy A. Wentworth, who for the past year has been a member of the staff of the Chamber of Commerce, has resigned his position with this organization to associate himself with James A. Lytle, manager of the St. Louis territory of the Corona Typewriter Sales Company, Arcade Building. Mr. Wentworth will handle the sales of the new Portable Adding Machine, manufactured by the Corona Typewriter Company. This machine has just been put on the market and is among the first medium priced adding machines to be placed on sale.

During the time he was with the Chamber, Mr. Wentworth was in the Membership Department, as Assistant Membership Secretary.

Competitive Examinations for Agents to be Held by Civil Service Commission

The United States Civil Service Commission announces open competitive examination to secure an agent in agricultural education and an agent in trade and industrial education.

Receipt of applications will close February 17. The examinations are to fill vacancies under the Federal Board for Vocational Education, at an entrance salary of \$3,800 a year. Advancement in pay may be made without change in assignment up to \$5,000 a year.

The duties of appointees will be to act as the agents of the Federal Board for Vocational Education in ascertaining whether or not the schools of the various States meet the standards proposed.



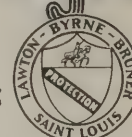
Better have us look it over.

When you acquire a new property a transfer or cancellation of insurance becomes necessary. At such a time you can make profitable use of our Loss Prevention Engineering Service. Slight changes, here and there, may enable you to remove probable causes of fire and to secure a reduction of your insurance costs. Call for this service—any time.

Main 5550 Main

Lawton-Byrne-Bruner

Insurance
Underwriters



Insurance
Engineers

Pierce Building

Insurance against practically every loss that can happen to persons or property

In dealing with advertisers, please mention "Greater St. Louis".

W. S. Cummings Made Chairman of Membership Committee



W. S. Cummings

W. S. CUMMINGS, who served as vice-chairman of the Membership Committee of the Chamber of Commerce during part of 1924, was unanimously elected chairman of the committee at a recent meeting. Mr. Cummings is vice-president of the Comfort Printing Company and has been one of the leaders in all civic movements in St. Louis and St. Louis County in recent years. Mr. Cummings succeeds Paul Y. Versen, an attorney and member of the law firm, Brackman, Hausner and Versen.

Under Mr. Versen's leadership more than 400 new members were brought into the Chamber. This record was considered unusually good in view of the fact that no general membership campaign, outside the efforts of the committee members themselves, was staged during the year of his chairmanship.

Membership Committee Holds Xmas Party

THE annual Christmas party of the Membership Committee of the Chamber of Commerce was held in the Chamber's dining room December 17 and was attended by approximately 100 members of the Committee and their friends.

The party was the formal conclusion of a contest staged by the Committee during several months of 1924. The contest was in the form of a "football game" where yardage was gained by the applications brought in by members of the teams. There were two teams, the Civic Builders and the Civic Boosters. The contest was won by the Builders. Leonard J. Bray and F. W. Aufderheide were Manager and Captain respectively of this team, and Mrs. M. R. Weyerick and W. S. Cummings were Manager and Captain respectively of the Boosters team.

The three prize winners on each team who had the highest individual scores were:

Builders	Boosters
F. B. von Harten	Mrs. M. R. Weyerick
Chas. A. Pearson	C. Z. Lynch
J. H. Fitzsimmons	Mrs. A. B. Price

Thomas G. Harkins was in charge of the program arrangements for the party and Mr. Bray was in charge of other details.



Paul Y. Versen

With Mr. Cummings, C. Z. Lynch, of the Phoenix Mutual Life Insurance Company, will serve as vice-chairman. Mr. Lynch has been a worker on the Membership Committee for about one year.

Americans with Mexican Claims Are Advised

AMERICANS having claims against Mexico on account of deposits in banks there, which were prevented from meeting their obligations by any act of the Mexican government or revolutionary forces, are advised in a statement issued by Fred I. Kent, Chairman of the Commerce and Marine Commission, American Bankers Association, to make a prompt presentation of their cases to the Secretary of State at Washington. The statement says:

"The attention of American Bankers and of other American citizens, whether corporations, partnerships or individuals having claims against the Mexican Government because of deposit accounts which they had in the Bank of London & Mexico or in other Mexican Institutions, or arising out of other obligations of such institutions, which were prevented from meeting their obligations through any act of the Mexican Government or of any Mexican revolutionary party or faction, is called to the fact that under the Conventions between the United States and Mexico signed at Washington and Mexico City, September 8 and 10, 1923, respectively, it is necessary if they wish to establish their claims that such claims should be presented by petition addressed to the Secretary of State at the earliest possible date. Such claims if they are to be considered by the General Claims Commission must be filed by the Agent for the United States with the Secretary of the Commission before the 30th day of August, 1925.

"It is suggested that in case of doubt as to what claims may come within the Conventions or as to the form in which they should be presented to the Secretary of State, that bankers or others communicate directly with the Agent for the United States, Mixed Claims Commission, United States and Mexico, Washington, D. C."



Exceptional Package Car Service

from St. Louis to
All Important Cities
Southwest

FAST DEPENDABLE SERVICE

Local and through package cars are operated DAILY
regardless of tonnage on following schedules

To St. Charles, Mo. Same Day
To Jefferson City, Mo. Following Day
To Columbia, Mo. Following Day
To Moberly, Mo. Second Day
To Boonville, Mo. Following Day
To Sedalia, Mo. Second Day
To Clinton, Mo. Second Day
To Nevada, Mo. Second Day
To Ft. Scott, Kan. Second Day
To Parsons, Kan. Second Day
To Coffeyville, Kan. Second Day
To Bartlesville, Okla. Second Day
To Muskogee, Okla. Second Day
To Cushing, Okla. Third Day

To Oklahoma City, Okla. Third Day
To Tulsa, Okla. Third Day
To McAlester, Okla. Third Day
To Denison, Tex. Third Day
To Wichita Falls, Tex. Third Day
To Fort Worth, Tex. Third Day
To Greenville, Tex. Third Day
To Dallas, Tex. Third Day
To Waco, Tex. Third Day
To Austin, Tex. Fourth Day
To San Antonio, Tex. Fourth Day
To Houston, Tex. Fourth Day
To Galveston, Tex. Fourth Day

"Service is Service on the Katy"

Legal Opinion on Arkansas Tax

ONE of our members recently advised us of a 10 per cent tax on the sale of a merchandising item in the state of Arkansas, this tax necessitating that the dealer charge 11c for a 10c article, and that, because of the unpopular price thus created, many dealers had discontinued selling the article, and he wanted our General Counsel to advise whether, if such article be shipped from St. Louis to the consumer in Arkansas by parcel post, this 10 per cent tax could be collected.

For the information of our members, our General Counsel has advised that, if such goods be shipped to the consumer in Arkansas by parcel post, the 10 per cent tax will not apply.

Counsel Arnold further says:—

"Such business is considered as interstate commerce. You must not, however, make deliveries from any stocks maintained in the state of Arkansas. If your salesmen in that state, or if you through the mails obtain orders from residents in Arkansas, you may ship them by parcel post, or express, or freight, and such business will be considered as interstate commerce and not subject to the license tax regulations of Arkansas."

Foreign Students Are Guests at Banquet

FOREIGN Students attending St. Louis schools, colleges and universities, and a few in industries, who plan upon the completion of their studies to return to their native lands, were entertained on Monday evening, December 29, by the Foreign Trade and Sales Managers Bureau of the Chamber of Commerce with a banquet and program, in the large Auditorium Dining Room of the Chamber of Commerce.

This is the fourth occasion on which Other Nations' Students have been similarly entertained by the two Bureaus.

Big Gain in Cotton Grown, Is Shown

COTTON production in countries that grow between 93 and 96 per cent of the world crop is estimated at 22,211,000 bales of 478 pounds net, as compared with 17,928,000 bales in 1923, the Department of Agriculture announced.

"The total world cotton crop will probably be about 23,600,000 bales, provided all other countries produced the same quantity as 1923," the department's announcement said. "World production in 1923 was 19,300,000 bales, and the average for the 1909-13 five-year prewar period was 23,580,000 bales. Brazil is the only important producing country not yet heard from."

"The indicated world supply of American cotton for the 1924-25 season, based on official production figures and trade estimates of carry-over figures, is approximately correct, the total supply of American cotton for 1924-25 would be somewhat larger than the official estimate for 1923 and slightly larger than for 1922-23, but smaller than for 1921-22."

"Total consumption in the United States for the four months ended November 30 was 1,818,000 running bales of lint cotton, as compared with 2,054,000 bales for the same period in 1923. This decrease, however, has been more than offset by increased exports. The export of domestic cotton, excluding linters, for the four months, August to November, last year, was 3,237,000 running bales, as compared with 2,459,000 bales during the same period in 1923."



On the Nation's Business

A SLEET storm snaps wires in New England; a blizzard fells a line of poles in the Western ranges; a flood overwhelms a valley community; a prairie cyclone sweeps away everything in its path;— wherever the emergency, men and materials are rushed to the spot in order that telephone service, vitally important at such a time, may be restored.

And the mending of every break restores to telephone users, everywhere in America, a particular path for the passage of his voice. Whether sudden calamity comes from an Atlantic gale or a Texas "twister," its damage must be repaired at once, because it cripples some part of a communications system that is nation-wide.

Because America has universal service, the telephone truck speeding to a scene of disaster is truly "on the nation's business," and the implements of its workers are weapons wielded in the nation's cause.

SOUTHWESTERN BELL TELEPHONE COMPANY

THE BELL SYSTEM IN MISSOURI



UNITED FOR THE NATION'S NEED



Lindenwood Garage of The People's Motor Bus Co., St. Louis

New landmarks

Greater St. Louis today is the dynamo of our virile Mississippi Valley, and we are proud to have grown up with her, building new landmarks, contributing our share to her beauty, and feeling an obligation to follow every forward-looking ideal.

One feature of our superior service is that we offer a complete supply of materials from one source and provide a full staff of service men,—engineers, designers, and erection forces, equipped to carry out all details of building. If you have a construction problem of any kind, we should like the privilege of talking it over with you. Follow the impulse to write to us today. Our downtown office in St. Louis is 1798 Arcade Building.

MISSISSIPPI VALLEY STRUCTURAL STEEL CO.

Owning and operating the Christopher & Simpson Iron Works and the Decatur Bridge Co.

Chamber of Commerce Achievements

(Continued from Page 7)

those communities more money to spend with the retail merchants, thus creating in turn more demand on the part of the retail merchants from the wholesale houses of St. Louis.

The American Retailers' Association, an organization composed of approximately 3500 retail merchants in forty-one states of the nation, was organized by the Chamber of Commerce. This organization holds two or more conventions in St. Louis each year and is instrumental in creating good will for this market among merchants of the United States. At each of these conventions educational sessions are addressed by expert merchandisers, familiar with the problems of retail merchants, and there are a number of entertainment features staged both by the association and by individual firms of the city. Thus the merchants spend their time not only profitably, but pleasurably, while they are in the city.

Greater St. Louis, the official publication of the St. Louis Chamber of Commerce, was made the official publication of the American Retailers' Association, and through the columns of this magazine many articles dealing with the advantages of the St. Louis market have been sent to the retail merchants.

The American Retailers' Association held two conventions during 1924. The first was in February, at which over 2000 retail members were present. A series of educational sessions were conducted for the retailers, in connection with the Move-More-Merchandise Conference of the Advertising Club of St. Louis, followed by a large banquet and entertainment for the visiting merchants.

The second convention was held in August. Again the program included a series of educational sessions, closing with a big banquet and entertainment at the City Club.

Both of these conventions have attracted national attention, because of the excellent programs offered, and the high caliber of the speakers and of the membership.

The Foreign Trade Bureau of the Chamber translated over 100,000 foreign language communications received by St. Louis firms from business houses of other nations and distributed among St. Louis firms a mass of inquiries from foreign nations asking where certain lines of merchandise could be bought advantageously in this section.

Many meetings of this bureau were held at which St. Louis shippers were given the latest information on conditions in foreign countries and were told of changes that took place from time to time and which effected their particular business in the various nations.

The Charities Bureau, during the year, carefully scrutinized the reports of eighty-five local charitable agencies and published the names of those agencies the bureau found worthy of public support, in pamphlet form, and distributed to members of the Chamber, a copy going to every other large city in the United States. Through the press, this list was reproduced, thus extending the service to the St. Louis public at large. This bureau advised members as to the worthiness or unworthiness of over 125 appeals from national and international agencies seeking to raise money here. The investigation of a national agency takes considerable time, but from the number of appeals found to be unworthy, it is evident this service is of considerable value to donors. It exposed a number of so-called charitable institutions, causing them to cease their activities in St. Louis, and cooperated with the Police Department in keeping solicitors off the downtown streets.

The Sales Managers' Bureau, during the past year, conducted a good-will tour through forty-six southern cities and towns—thirty-nine cities and towns in Mississippi, five in Tennessee and two in Louisiana—the tour members representing eighty lines of industry in St. Louis. Souvenirs and literature about

St. Louis as a place of business, recreation and play were largely distributed through the towns visited.

The bureau provided for distribution its motion picture film, "St. Louis, the Miracle City," prepared two years ago. This film shows St. Louis from an industrial, recreational and educational standpoint.

It held thirty-three problems course luncheon meetings for sales executives of the city, at which problems pertaining to the sales executives' job were discussed.

It held ten evening meetings, addressed by speakers of national reputation.

The bureau entertained a delegation of Arkansas business men with a sight-seeing trip through the city, and a luncheon at the Cham-

ber of Commerce, and published weekly, a bulletin containing helpful information for sales executives.

Arranged for a two days' joint sales conference with the sales executives division of the American Management Association, to be held in St. Louis next fall. This conference will be important, particularly from the standpoint of members engaged in the distribution end of business.

In order to increase the volume of sales from this market, the bureau initiated a cooperative plan among salesmen, whereby, the salesmen of one concern report the opening of new enterprises in their territory to which the salesmen of another concern can sell St. Louis-made goods.

(Continued on Page 22)



More Lumber Facts Worth Knowing

THE second largest volume of lumber in the ordinary residence, flat or apartment is usually "one-inch common". This comprises the roof sheathing, sub-flooring, boxing, etc. The practical grade which should be specified for this use is "No. 2 common" lumber.

When No. 2 lumber is specified, if the contractor accepts what is known as "No. 3", or "red heart" the owner is not getting what he pays for.

"Red heart" lumber is cut from a tree with a dead heart in the first stages of decay, and the life was out of the board before it was sawed. It dry rots and deteriorates very rapidly. It looks good, and as a rule is clearer of knots than No. 2 lumber, and the owner is easily deceived unless he knows—or is told—of its inferior qualities.

Your architect or builder who prepares the plans and specifications knows the difference between "No. 2" lumber and "No. 3" or "red heart", and can tell you how quickly your investment value declines because of this substitution.

The Goodfellow Lumber Company has established a recognized reputation for correct and uniform grading, old-fashioned square dealing and the delivery on time of lumber of uniform quality as specified.

Your protection is to insist that the architect or builder who prepares your specifications specify Goodfellow Lumber or "as good as" Goodfellow Lumber Company's standard grades.

Goodfellow Lumber Company

Ours is the Trade that Service Made

Natural Bridge at Goodfellow
ST. LOUIS

In dealing with advertisers, please mention "Greater St. Louis".

Now - THE MISSISSIPPI
Gulf Coast
 WITHOUT LOSS OF A DAY
Panama Limited Service



Here Today—Play Tomorrow

Less than 20 hours from St. Louis to the beautiful Mississippi Gulf Coast—a land of sunshine among the pines. Your choice of sports: Golf, tennis, fishing, hunting, riding, boating, bathing. Splendid hotels at rates comparable to your favored summer resort.

The famous Panama Limited leaving St. Louis 3:50 P. M., provides through sleeping car service. Arriving Gulfport 11:55 A. M., next morning. Immediate connection same station—special service for Biloxi, Ar. 12:45 P. M. and Pass Christian, Ar. 12:45 P. M.

Fastest time to Gulf Coast. From St. Louis to Biloxi by 6½ hours; to Gulfport by 7½ hours, to Pass Christian by 7 hours.

Our Mississippi Gulf Coast Booklet tells about it. Write for it.

F. D. Miller, Assistant General Passenger Agent, Illinois Central Railroad
 910 Planters Building, 408 Pine Street, St. Louis, Mo.

For fares and reservations ask

City Ticket Office, 324 N. Broadway, Phone Olive 2032
 Union Station Ticket Office, 18th and Market Sts., Phone Main 4700

(370YXT)

Illinois Central
 THE ROAD OF TRAVEL LUXURY

Missouri Pacific Has Greatest Mileage in Nation

ANNOUNCEMENT by the Interstate Commerce Commission that authority had been granted the Missouri Pacific to acquire a controlling interest in the securities of the New Orleans, Texas & Mexico Railroad, —better known as the Gulf Coast Lines—constituted the most important development in the railroad world in recent weeks. The Gulf Coast Lines own the International-Great Northern, and the Missouri Pacific has long owned a controlling interest in the Texas & Pacific Railroad. These properties, together with the Denver & Rio Grande Western, make the Missouri Pacific the largest railroad in the United States in point of mileage, the combined mileage being 14,254 miles.

Receivership troubles of the D. & R. G. W. were ended some time ago. The line was sold and jointly purchased by the Missouri Pacific and the Western Pacific, and following approval by the Federal Court of all of the details connected with ending the receivership and sale, Mr. J. S. Pyeatt, until recently President of the Gulf Coast Lines, was elected President of the D. & R. G. W. President L. W. Baldwin of the Missouri Pacific has become President of the N. O. T. & M. Mr. Baldwin is a director of the Chamber of Commerce.

The new system will have two lines into Mexico, one by way of the International-Great Northern at Laredo on the Rio Grande and the other via the Gulf Coast Lines, which skirt the Gulf of Mexico from New Orleans to the border city of Brownsville.

Since coming to the Missouri Pacific about a year and a half ago, President L. W. Baldwin has worked untiringly on consolidation projects, and today the Missouri Pacific has progressed greatly in carrying out the groupings recommended and provided for by the Transportation Act of 1920.

The Missouri Pacific already owns a controlling interest in the Texas and Pacific. In conjunction with the Western Pacific, it recently purchased the Denver and Rio Grande Western, so control of the Gulf Coast Lines, with the International-Great Northern gives the Missouri Pacific System a combined mileage of main track alone of 14,254 miles, as follows: Missouri Pacific proper, 7,364 miles; Denver and Rio Grande Western, 2,604; Texas and Pacific, 1,953; Gulf Coast Lines, 1,173; International-Great Northern, 1,160.

The enlarged Missouri Pacific mileage is 6,000 miles greater than the combined mileage of all railroads in New England, and about the same amount greater than all the National

Railways of Mexico operated by that country. Excluding the United States and possessions, Canada, Mexico, Brazil and Argentina, the Missouri Pacific comes within 289 miles of equaling all the railroad mileage on the mainland of both the North and South American continents, including Central America. If you also exempt a sixth country, Chili, with its 5,611 miles, the system exceeds by 5,222 miles the combined railroads of the two continents.

Compared with European countries, the system is within 323 miles of the combined railroad mileage of Portugal, the Netherlands, Denmark, Norway, Rumania, Bulgaria and Greece. If the main line tracks alone of the new Missouri Pacific System were stretched in one direction they would reach three-fifths of the way around the world.

City Dairies Company Has Enlarged Quarters

ONE of the largest exclusive ice cream manufacturing plants in this section of the country is the new factory of The City Dairies Company, 4218 Laclede avenue. Reinforced concrete throughout, 165 by 100 feet on a lot 200 by 190 feet, the building cost \$150,000.

The City Dairies Company was purchased November 1, 1923, by The Furnas Ice Cream Company. The latter firm has been in the ice cream business for a half century and operates large factories in Indianapolis, Fort Wayne and several other eastern cities.

Hellmuth and Hellmuth were architects and the Gamble Construction Company the general contractors. The building is equipped with new and modern machinery including glass-lined pasteurizers and vats.

Increased demand for the product made it necessary to enlarge the factory.



That Important First 20%

YOU have a right to expect—and you should demand—that the gasoline you buy will give you satisfactory service. To do this, it must possess six definite characteristics, the first of which, ability to start instantly even in the coldest weather, was discussed in this space last month.

The **SECOND ESSENTIAL**: It must pick up rapidly.

With Red Crown—always uniform, always dependable—the motor does pick

up speed quickly. This is due to the fact that 20% of Red Crown distills off at a temperature of about 207 F. which is 14° below the U. S. Government specifications.

It is this particular part of the gasoline which determines whether or not the motor will pick-up rapidly. The difference of 14 degrees may seem a small one, but it is one of the differences which accounts for most commercial truck owners using only

RED CROWN

There is just the right amount of the lighter fractions in Red Crown to insure the continued combustion of the fuel in the cylinder. Except for these lighter fractions there would be no medium to carry the combustion from its initial stage into the heavier fractions of the gasoline. You would not expect to build a fire with only a match and a bucket of coal. You would require kindling. The 20% of Red Crown which distills off at 207 F. is the kindling used in firing the power plant in your cars and trucks. It is essential.

Remember, the first essential is in-

stant starting; the second, rapid pick up—and the other four will be discussed in succeeding issues of this publication. Each is of vital importance and all are found in Red Crown, the use of which insures better motor operation and saves money.

We have abundant proof to substantiate our claims—and will gladly submit it to you, or you can prove them yourself by making a test of Red Crown in your motor equipment. The latter plan is the better. It will demonstrate in your own cars and trucks that Red Crown will save both time and money for you.

Cline B. Finnell Salesmanager of Heating Firm

C. B. Finnell has been appointed District Sales Manager of the Kleen-Heet Sales Company with offices at 2950 Washington avenue. Mr. Finnell for some years has been active in Junior Chamber of Commerce and Chamber of Commerce work.

Printers' Supply Company Moves to Larger Quarters

The Printers' Supply Company recently took enlarged quarters at 106 North Third street in order to meet the demands of their trade. The firm specializes in new, used and rebuilt printing machinery and carries complete line of printers' supplies.

STANDARD OIL COMPANY

(INDIANA)

915 Olive Street

St. Louis, Mo.



In dealing with advertisers, please mention "Greater St. Louis".

Missouri Pacific and Allied Lines Prepared to Handle Record-Break- ing Volume of Traffic in 1925

A CQUISITION of controlling interest in the New Orleans, Texas & Mexico Railroad (known as the Gulf Coast Lines), which carries with it ownership of the International-Great Northern Railroad, makes the Missouri Pacific one of the largest railroad properties in the United States. Together with its interest in the Texas & Pacific and joint ownership with the Western Pacific in the Denver & Rio Grande Western Railroad, the Missouri Pacific mileage now exceeds that of any other railroad system in the United States and places this company in a very favored position for the production of adequate and dependable service to the entire territory west of the Mississippi River, south of Omaha, and north of the Gulf of Mexico from New Orleans to Brownsville.

Approval by the Interstate Commerce Commission of plans of the Missouri Pacific along this line marks the conclusion of one of the first of the railroad groupings contemplated in the consolidation provisions of the Transportation Act of 1920. That this movement is in the best interest of the whole public there can be no question. Likewise, there is no question but that it will prove of advantage to the several railroad properties involved. It will result in increased and improved service to shippers and travelers throughout the entire territory served by the several lines.

The Missouri Pacific alone has purchased \$23,100,000 worth of new equipment in the last five months, which includes:

- 100 Locomotives,
- 2,000 Standard box cars,
- 1,000 Automobile cars,
- 1,000 Automobile Furniture cars,
- 2,000 Refrigerator cars,
- 1,000 All-steel, 50-ton coal cars,
- 115 Steel-underframe cabooses,
- 40 All-steel passenger train cars.

In addition to this, the Gulf Coast Lines have purchased 1,250 freight cars.

It is with genuine pleasure that we find ourselves in a position to assure our patrons and friends that the Missouri Pacific and allied lines will be able to take care of the traffic expected in 1925.

Understanding and appreciation of what is being accomplished, together with the friendship, confidence and co-operation of patrons and citizens generally—all of us working hand-in-hand—will help to make this year the greatest in every way in our history.

I solicit your co-operation and suggestions.



President

Missouri Pacific Railroad Company
Gulf Coast Lines

Chamber's 1924 Achievements

(Continued from Page 18)

The Furniture Board of Trade bureau continued its program of developing St. Louis as a furniture manufacturing market and conducted a number of round-table meetings during the year at which solutions of various problems affecting this particular industry were found.

► The Safety Council, which has quarters in the Chamber of Commerce offices, conducted a campaign of education for drivers and pedestrians in the effort to decrease the number of highway accidents and fatalities in St. Louis and this district.

The council carried out a comprehensive program of precautionary work in St. Louis industries and manufacturing plants to assist in minimizing the hazards which confront workers.

The Junior Chamber of Commerce, a department of the St. Louis Chamber, carried out a program of civic development and conducted a number of meetings at which noted men addressed these young business men who constitute those who will take up the work of advancing St. Louis where some of us some day will leave off.

Among the more important efforts of the Chamber in its general program was the work done towards bringing about an amicable settlement of the Delmar grade crossing controversy; the recommendations of the Chamber to the Board of Estimate and Apportionment regarding increasing the salary of Associate City Counselor Senn, so his services may be retained by the city in pending property condemnation proceedings; and a number of other important phases of our city's development, including the work being done to put into effect recommendations of the Chamber of Commerce engineers' report on terminals of the city, by which the movement of freight and passenger trains into and out of the city will be expedited greatly. Work on this important item is still in progress.

In the matter of increasing Senn's salary, the Board of Estimate and Apportionment has recommended that this be done, and the proposal will come before the next session of the Board of Aldermen. It is the sincere hope of the Chamber that favorable action will be taken.

During the year the Chamber has worked to facilitate the bond issue program. As is known, the preliminary work, which made the issue possible, was done by the Chamber during the regime of F. W. A. Vesper, and this organization is deeply interested in the development of this program as rapidly may be feasible.

In the November election the Chamber voted for No. 5, good roads, for No. 7, extending the city boundaries, and No. 9, endorsing the aldermen in dismissing the northeast bridge approach condemnation suits. All three of these propositions carried substantially at the polls.

The Metropolitan Committee of the Chamber undertook in the work of getting the necessary signatures to place amendment No. 7 on the ballot, and later, to educate the voters of the state to vote for it. The Chamber proposes to stay right on the job until a suitable plan, under the amendment, shall be made effective.

R. D. Sangster in Charge of Department of Los Angeles Chamber

R. D. Sangster, former Industrial Commissioner of the St. Louis Chamber of Commerce has been placed in charge of the entire Industrial Department of the Los Angeles, California, Chamber of Commerce, according to word received in St. Louis.

The staff of the Industrial Department of the Los Angeles Chamber includes H. R. Brashear, Traffic Manager, who formerly was Assistant Traffic Manager of the St. Louis Chamber and who recently went to Los Angeles.

► Mr. Sangster and Mr. Brashear have been in California for about six months.

It is believed that the Chamber's work on No. 9 can clearly be credited with killing the so-called "northeast bridge approach," the margin of safety being only 9000 votes. Had this proposition failed millions of taxpayers' money would have been wasted. The Chamber strongly opposed the "workmen's compensation law" as placed on the ballot by the radical labor element. A fair and equitable bill will be presented for the consideration of the Legislature this month.

The Chamber assisted in raising a fund of \$35,000 to match a similar amount appropriated by the city for the national advertising of St. Louis. From reliable reports received it is evident that this advertising has been and will be of incalculable benefit to the city. We hear from it in favorable terms from all parts of the world.

Industrial Prospects Better in Missouri

A SURVEY of employment and industrial conditions, just concluded by the United States Department of Labor, has the following to say about the situation in Missouri:

"From the present indications the industrial prospects for 1925 are better than they were for 1924. It is thought that the demand for skilled labor will be greater, and with improvements such as State road and public work in the cities the demand for unskilled labor will be larger in 1925 than in 1924. Large building programs have been planned and this work should afford steady employment to all classes of building craftsmen. There will be an increase in the amount of public works over that for 1924; the city of St. Louis alone has a bond issue of \$83,000,000 for improvements. Most railroads of the State are improving their physical condition, and the State will speed up its program of highway construction.



How Long Must Your Insurance "Carry On"

It is not enough, merely to provide life insurance for your family. This is proven by the fact that insurance money left to the average family does not last longer than seven years.

Our new booklet entitled "Making Your Life Insurance Last Longer" contains interesting information on how to make your estate "carry on" for a given number of years.

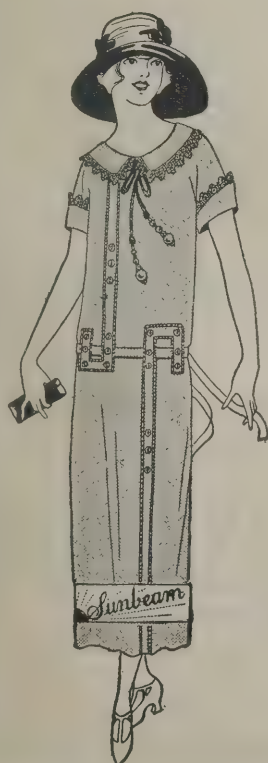
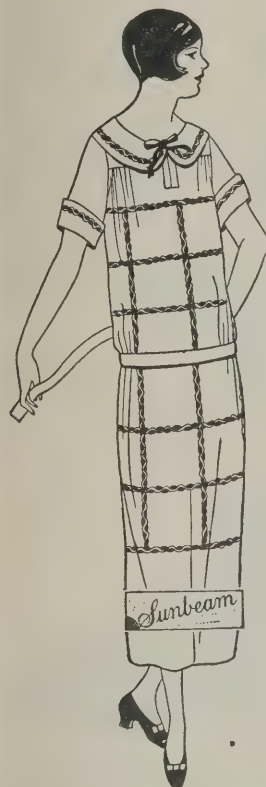
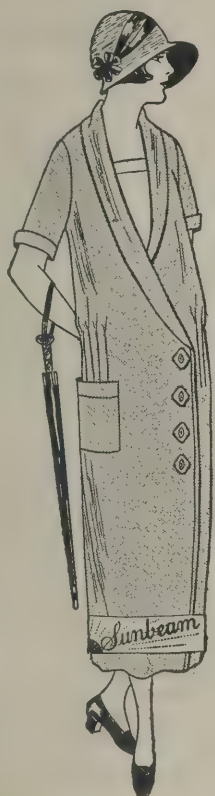
A copy of this booklet is yours for the asking. Write, phone or visit our Trust Department.

LIBERTY CENTRAL
TRUST COMPANY
 MEMBER FEDERAL RESERVE SYSTEM MEMBER SAINT LOUIS CLEARING HOUSE ASSN
 BROADWAY AND OLIVE

Smartly Fashioned

Sunbeam

Day-Time Frocks



Here are shown six styles of our new Spring *SUNBEAM* Line.

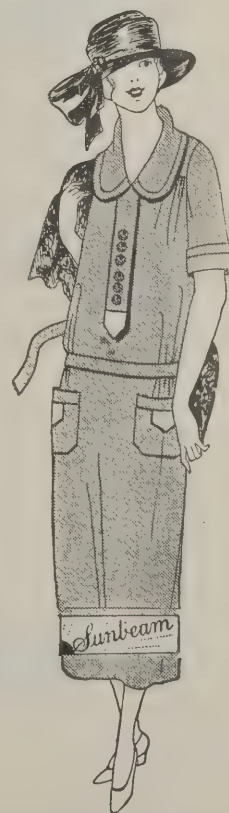
SUNBEAM Dresses and Apron Frocks have won the approval of thousands of women and a host of dealers all over the country. They are full cut, well made and beautifully designed.

"The growth of our business is measured by the satisfaction of the customers we serve."

ELY & WALKER

Wholesalers and Manufacturers

ST. LOUIS



Meyer Bros. Drug Company Buys Large Southern Firm

THE purchase of the Finlay, Dicks & Co., Inc., wholesale drug firm of New Orleans, La., by the Meyer Bros. Drug Company of St. Louis, has just been announced by officials of the local concern. Carl F. G. Meyer, president of Meyer Bros., and a vice-president of the Chamber of Commerce and J. C. Vaughan, treasurer of the local company, negotiated the purchase.

The expansion of the firm is another step toward making St. Louis the leading drug market of the world. This city now is the leading drug market of the United States.

Finlay, Dicks & Co. is one of the oldest established drug companies in the country and regarded as the largest in the South. It will be used by Meyer Bros. as a distributing plant for export trade to Latin-America, South America and Mexico, as well as a jobbing market for southern business, and will, according to local officers, materially facilitate the

handling of the export business of the local concern.

Negotiations for the purchase of the Finlay, Dicks & Co. plant by the local company have been under way for more than a year. F. A. Dicks was president of the New Orleans company.

Charles B. Philibert Placing Ads in New York Busses

Charles B. Philibert, who supervises motor bus advertising in St. Louis for the People's Motor Bus Company, is now placing advertising for an eastern firm in the Fifth Avenue coaches also, it is announced. Mr. Philibert took over the supervision of motor bus advertising in St. Louis for the People's Motor Bus Company recently.



Financial Service for all St. Louis

SINCE its organization in 1890, the constant aim of the Mississippi Valley Trust Company has been to afford to St. Louisans the complete range of financial, fiduciary, real estate, and investment facilities—all in a single institution and under one roof.

To every individual, firm, or corporation in all St. Louis, our six well organized departments offer one or more valuable and necessary services.

COMMERCIAL BANKING—Checking Accounts, Lines of Credit, Drafts, Transfers, Foreign Exchange, Certificates of Deposit, Collections, Letters of Credit, Travelers' Checks.

SAVINGS—Interest at 3%, Compounded Semi-annually. New Year Get-Ahead Club, a Weekly-Deposit Plan for Getting Ahead.

TRUST—Executor or Trustee under Wills, Agent, Guardian, Curator, Transfer Agent, Registrar of Stocks and Bonds, Trustee for Bond Issues, Coupon-Paying Agent, Escrow Agent.

INVESTMENTS—Municipal, Public Utility, Railroad, Industrial, Real Estate, and Government Bonds.

REAL ESTATE—Sales, Rentals, Agency, Management, Loans, Deeds of Trust for Investment.

SAFE DEPOSIT—Safe Deposit Boxes, Storage Vaults for Silverware and other Bulky Valuables.

The Mississippi Valley Trust Company offers many facilities, but only one kind of service—efficient personal attention to the needs of all customers

MISSISSIPPI VALLEY TRUST CO.

Fourth and Pine



Organized 1890

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and Parcel Post and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. *Can you afford to be without it?*

If any kicks, tell the TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Stimmons Hardware Co.

Your co-operation will help to maintain prompt, regular *freight service* on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

Inter-Dependence of Town and Country Pointed Out in Statement

DIRECT contact almost daily during the last six years with farmers, farm organizations, agricultural colleges, and their experiment stations and extension departments, business men in large and small communities, and business men's organizations, has taught us that there should be greater stress put upon the thought of inter-dependence of town and country, it is pointed out in a statement issued by Edward Buder, chairman of the Development Service Bureau of the Chamber.

"We have learned, as a result of this experience, that there are several important problems confronting the farmers and business men everywhere, and that these problems can only be correctly solved by, first, recognizing the relationship of the two elements,—the problems of production, marketing, financing, purchasing of essentials to farming, and trading at home," Chairman Buder states. "The problem of production is a scientific problem, and we have learned that it is a mistake to talk greater production unless we carry the thought further and drive home the fact that it must be greater production per acre. This we have attempted to do by supplementing the work of the extension departments of the various agricultural colleges in most of the states of the Mississippi Valley, and by cooperation with the farm bureau locals and county agricultural extension agents.

"The farmer must learn to produce scientifically, which means primarily the study of soil conditions and what is best adapted to the soil in which he is working, and particularly what the soil needs to keep it up to a high state of fertility.

"In other words, the efficiency methods employed by big business must also be employed by the farmer in the matter of reducing overhead and securing greater production per unit, and the unit is the farmer's acre.

"We cannot have orderly or scientific marketing until we have orderly or scientific production. So, if production is given proper attention, the matter of finding a favorable market is not nearly so difficult.

"While it is true our nation is primarily an agricultural nation, our experience in the Mississippi Valley, which area produces a very large majority of the agricultural products of the nation, teaches us that, if the agricultural problems are taken care of in the various smaller communities, the nation's agricultural problem is largely solved.

"The farmer, to be successful, in addition to his scientific knowledge of farming, must understand business relationships, and he can only get this experience by cooperating with the business men of his town. The farmer must recognize that he cannot get along without his town. His town helps to fix the value of his farm. It's where his railroad stops, it's where his bank is located, where his lawyer lives, his doctor lives, where he should trade; it's where he gets his social life, his higher educational facilities, and his entertainment.

"The business men of all communities, particularly the smaller community, must recognize that a large part of their trade comes from the trade territory outside of the corporation.

"Recognizing that every city and town has a trade territory or trade area, the business man must realize that the problems of everyone living within that trade area automatically becomes his problems, and everyone living in that trade area should be just as much interested in the progress and development of the town as those living within the corporation.

"This is the foundation thought upon which to build a distribution system for the farmer of any given trade territory. Community thought and community action are necessary to the solution not only of the problems of the farmer, but the problems of the business man as well. When the business men of the various

smaller communities, as well as large cities, realize the necessity for helping to build the membership of the farm bureau and other constructive farm organizations to the highest standard of membership, the necessity for sufficient Federal and State appropriations to the various agricultural activities and the various state agricultural colleges, so that the work can be carried on with a high degree of efficiency and effectiveness, bringing to the farmer the results of the experiments on the various experimental farms in nearly all the states of the Union, and also take an active interest in finding an equitable market for all

farm productions, there will be no doubt as to the future success of agriculture.

"When considering a program of procedure for the purpose of finding a solution to the many problems confronting the industry of Agriculture and to insure success, it is vitally necessary to include Junior Club work. Our efforts have been to help stress the importance of properly training the farmer of the future and the wife of the future farmer, which should be done generally throughout the nation.

"Farming, like all other business, requires close application to insure success, also cooperative effort on the part of all directly interested. The farmer who lives on and owns his land, works it scientifically, and cooperates with the business men of his town, and receives sincere cooperation from them, is bound to be successful.

"The matter of national markets and international markets must be considered, because surplus local production must be distributed."

"Mercantile Service"



Departments: Banking Bond Corporation Real Estate Loan
Real Estate Public Relations Safe Deposit Savings Trust



This company offers its services to banks, trust companies, corporations and individuals, based upon the experience gained during more than a quarter century of aggressive, yet conservative, financial achievement in the City of St. Louis.

Each of our nine departments is a unit which operates smoothly and swiftly to deliver the utmost possible service to those who require banking connections in St. Louis.

Mercantile Trust Company

Member Federal
Reserve System

EIGHTH AND LOCUST



Capital & Surplus
Ten Million Dollars

-TO ST. CHARLES

SAINT LOUIS

St. Louis Firms Close Successful Year

(Continued from Page 6)

Cooperage

Cooperage firms in this city estimate their 1924 business as \$3,000,000, a decrease of approximately 20 per cent over 1923, but look for a decided increase in their volume during this year.

Dairy Supplies

Business in this line for 1924 totalled \$5,000,000, somewhat less than 1923. Leaders in this industry expect the 1925 volume to show an increase of 10 per cent.

Drugs and Chemicals

Firms in these lines experienced a slight increase over 1923, the aggregate volume having been about \$60,000,000. Prices on these lines are advancing, there is a generally more optimistic feeling in the trade and an unusually good year is expected in 1925.

Enamelware and Stamped Ware

Firms in this line experienced slight increases mainly. One firm, however, showed a gain of approximately 25 per cent. The aggregate volume was \$45,000,000. This line anticipates a good year in 1925.

Electrical Industries

While the volume of apparatus and number of machines shipped was greater, prices were about 15 per cent lower, bringing the volume in dollars and cents down slightly as compared with 1923. The volume was \$54,000,000.

Fire Clay Products

Several months in 1924 were dull, resulting in a somewhat off year with a volume of \$12,000,000. A good year is looked for throughout 1925.

Fiber Shipping Case Business

The aggregate volume was \$5,000,000, with each of the firms here having expanded during the year.

Flour and Mill Feeds

An increase in flour and mill feed volumes of approximately \$3,400,000 during 1924 brought the total to \$45,000,000 for the year. A greatly increased volume by mill feed manufacturers in this district is largely responsible for the increase. It is expected 1925 will show a proportionately greater increase.

Furs

There was no decided change, according to St. Louis houses, during 1924, the volume for the year being approximately the same as 1923, \$30,000,000.

Furniture

Business in this industry was about the same as 1923, but improved general conditions and the increasing prominence of St. Louis as a furniture manufacturing center, promises an increase in volume for 1925.

Glass

The aggregate volume was \$12,500,000, approximately the same as 1923.

Groceries

A slight increase during the year brought the total in this line to \$127,000,000 as compared with \$125,580,000 for 1923. An active year is predicted for this line due to low stocks maintained by grocers and more favorable conditions generally.

Hardware

The aggregate volume was \$96,017,500. A good year is looked forward to, because of greater numbers of future orders, calling for larger amounts being received.

Insurance

St. Louis life insurance companies wrote policies aggregating \$171,000,000. The total assets of the St. Louis Life Insurance companies at the end of 1924 were \$105,000,000, as compared with \$84,000,000 at the beginning of the year, an increase of \$21,000,000. The Insurance in force at the end of 1924 was \$936,000,000, as compared with \$765,000,000 at the beginning of the year, or an increase of \$171,000,000. The Total Premium Income for the year 1924 was \$28,000,000, as compared with \$23,000,000 for the year 1923.

Jewelry

Manufacturers of jewelry report an aggregate of \$7,500,000, about the same as 1923. A good fall business for this year is expected to materially increase the volume for 1925.

Leather Belting

While there was a decrease in business during 1924, it is expected that there will be an improvement.

Lumber

It is the opinion that 1925 will be an exceedingly good year for the lumber trade, it being reported that orders are being received from sources which have been dormant since last spring. A decrease of 10 per cent brought the 1924 volume to \$120,780,000.

Meat Packing

Packing firms in the switching district of St. Louis did business aggregating \$150,000,000. There was an increase of about 10 per cent in dollars and cents but the production in units was 15 per cent greater, lower prices having prevailed during the year.

Paint and Varnish Products

Prices were about the same in this line and the aggregate for 1924 was \$17,940,000, an increase of 4 per cent. Dealers stocks being low due to a general conservative attitude and the elections, it is expected the demand for these products will be heavy.

Paper, Stationery and Envelopes

Business in these lines was favorable with a total of \$30,000,000, an increase over 1923. Increased purchasing power as reflected in the improved condition of agriculture, the railroads and a spirit of optimism toward the future, promise a substantial increase.

Printing

The volume for 1924 reached \$17,750,000, a substantial increase over the previous year. The greatly increased use of direct-by-mail campaigns accounts principally for the improved showing.

Photo Supplies and Dry Plates

Business in this line about the same as 1923. The volume this year should exceed that of the past two years.

Piston Rings

While business during 1924 was about the same as the preceding year (\$3,500,000), the present year should show a considerable improvement.

Plumbers' and Gas Fitters' Supplies

Leading firms in these lines report an aggregate volume of \$12,000,000, approximately \$1,000,000 less than 1923, due to a decline in prices and building operations. It is anticipated that 1925 will show a considerably increased volume due to increased building operations in St. Louis and the nearby territory.

Railway and Street Cars

Bus and jitney competition, with their resultant effect upon the railway companies, brought about a condition where these companies were not in a position to purchase new equipment, bringing about a decrease in the volume of business by St. Louis car companies. \$5,000,000 was the estimated volume for 1924.

Railway Supplies

An improvement in the financial condition of railroads produced an increase the last few months of 1924, which brought the volume for the year to approximately the same as 1923, \$10,725,000. This year should show a marked increase in business in railway supplies.

Refrigerators

The aggregate volume was about \$8,000,000, with plans being made for a great volume in 1925. Expansion is being made by several firms.

Rubber Tires

A slight increase during 1924 resulted in a volume of \$9,750,000 for this industry. Expect business to improve in 1925.

Soap

The volume in this line for 1924 was \$20,500,000, an increase over 1923. Prospects for 1925 are satisfactory in every way.

Steel and Iron Products

Lower building requirements and the late entry of railroads in the purchasing field, are responsible for the failure to increase the volume of 1923, which was \$110,000,000. It is expected by leaders in this industry that their business will show a decided increase in 1925.

Stoves and Ranges

The aggregate volume was \$14,000,000, an increase over 1923. The outlook for 1925 is promising.

Sugar Mill Machinery

There was an increase of \$300,000 in the volume of business over 1923, bringing the total for the year to \$2,300,000, the best year since 1921. The general improvement in the sugar market in tropical countries presages a good year in this industry.

Tobacco

\$60,000,000 was the estimated volume in this line for 1924, about the same as the previous year. A steady increase in the volume for 1925 is expected.

The
WINKLE
TERRA COTTA
COMPANY
Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.

Period of Industrial Activity Ahead, Dr. W. F. Gephart States

DURING the past decade there has been a wide-spread development of interest on the part of business men in the subject of "Business Forecasting", Dr. W. F. Gephart, Vice-President of the First National Bank, declared in an address recently before the American Lumbermen's Association.

"This is an evidence of the increasing national and international character of our business, and at the same time a result, in part, of the excellent statistical work which has been done in gathering and making available industrial, financial, and business statistics, both by private agencies and by federal and state governments," Dr. Gephart said. "It is being brought home more and more to American business men that they can no longer depend upon local conditions for the success of their business, and indeed the more far-sighted business men are seeking not only information about business conditions in their own particular line but also information on the general business situation. With the development of various means of transportation and communication and the increasing efficiency which has occurred in these agencies during the past twenty years an era of international marketing has been brought about as contrasted with the earlier day of local and national markets. It is, in other words, important for the successful man of today to know not only what are the conditions of supply and demand in his own particular industry but also the general state of the world market.

"There is thus available for the enterprising business man of today a vast amount of accurate and current information regarding the conditions in his own trade and the more general factors which determine the character of business in general. Competition is becoming increasingly keen for American business not only because of the wider extent of the market, but also because of the increased efficiency of producing and distributing agencies. It is a difficult matter indeed today to find any producer who enjoys either in an international, national, or local market anything approximating a monopoly. Sooner or later, if large profits are being made, competitors in near or distant regions will come into his market and with the development of transportation and communication agencies, this is easily done.

"As we enter the year 1925, with so many expressions from so many different sources in regard to the promised prosperity it is well for every business man to acquaint himself with these sources of industrial and business statistics and become his own prophet. Many business men expect too much from these agencies, government or private, which concern themselves with business forecasts. It is not now and doubtless will never be possible to forecast very far ahead business and financial conditions for the very good reason that such a multiplicity of factors are involved, many of which can not be known in the future, and, therefore, any prophecy or forecast must be limited both with respect to time and its probable accuracy. Business men should, therefore, at all times check this information with their own observations and judgment.

"At the present time, there are very substantial reasons for believing that a period of industrial activity is ahead of us, but whether this shall be of long or short duration it is impossible to state. Some of these favorable factors are: The improvement in agricultural conditions; the improvement in the European situation; the abundance of bank credit; the great activity in the iron and steel industry; the high level of railway traffic and the plans for large expenditure during the current year by the railroads for equipment; and the full employment of labor at high wages and, therefore, the large purchasing power resulting.

"Nevertheless, there are some conditions which warrant caution and study. For example, there is no doubt about the improved status of the farmer, but yet at the same time, it must be admitted that the improvement was of a fortuitous character. We fortunately had a very large wheat crop and the supply in other parts of the world was low. This resulted in a high price for wheat at the time that wheat was going to the market. With respect to the corn, it may be stated that the crop, as a whole, has been of very poor quality and the net result in the way of income to the

corn farmer this year will not be very large. Much the same can be said of the grower of meat products, although for several months to come it appears that the hog and cattle raiser will fare rather well.

"Especially in selected manufacturing lines we increased enormously our physical producing capacity during the war period and there is some question even yet as to whether we will find a market sufficient to take the volume of goods which we can produce. It is well, therefore, for business men and bankers to proceed with due caution and not let the promised period of industrial activity develop into one of unduly high prices, speculation and stagnation which always results from a period of over-trading and which was painfully evident in 1924, a year that began with almost as good promises as 1925 is beginning."



An installation of Medart double-faced steel shelving in a public utility corporation warehouse.

Straighten Up The Place!

How can you expect order—neatness—absence of confusion—quick handling of tools, merchandise or parts unless you provide modern, convenient storage facilities? Your office is supplied with filing equipment—why not provide your store, warehouse, stockroom or toolroom with steel shelving?

MEDART STEEL SHELVING

is sturdy and strong—easily moved or changed to meet new requirements. A wide variety of types and sizes permits of its use for storing anything from straw hats to heavy castings, or laundry bundles to clock parts. Catalog S-12 will interest you. May we send it?

Medart Steel Lockers

are furnished in a complete variety of types and are readily adaptable to any use or arrangement. Completely illustrated and described in Catalog A-23.

Standard finish on Medart steel products is two coat baked-on olive green or French gray. Grained mahogany or walnut supplied on special orders.

FRED MEDART MFG. COMPANY

Potomac and DeKalb Sts. - - St. Louis, Mo.

New York

Chicago

San Francisco



St. Louis Retail Merchants Plan For Big Year's Business

THE retail trade in all lines, taken as a whole, reports the year of 1924 as generally better than 1923. Increased sales during the holiday season, especially, were of much larger volume than a year ago.

Melville L. Wilkinson, president of Scruggs, Vandervoort and Barney, reports a record-breaking month's business for December, which shatters by a large volume any like month within the 75 years experience of the organization. He further says that their stores located in Columbus, Ohio, and Denver, Colo., also reported extraordinary December business increases.

Aaron Fuller, president of Stix, Baer & Fuller, sounds a note of confidence over the outlook for a big year's trade which began with the holiday rush. Both Nugents and Famous-Barr express satisfaction over the holiday increases and are satisfied that the new year will see a continuance of present trade activities in the retail line.

Summing up the opinions of a number of retailers representing clothing, furnishings, jewelry, furniture, shoes and other necessities, the year of 1924 might be termed, "While not so good, it was not so bad," particularly the last quarter of the year.

Following are statements by the heads of two large stores:

Melville L. Wilkinson, president, Scruggs, Vandervoort, Barney Dry Goods Company: "The volume of business done during the month of December was the largest in the history of the Scruggs establishment.

"Not since the inception of the business 75 years ago have we experienced such a heavy volume of business. This is the barometer, which points the hand of prosperity toward the New Year. The month stands out, not alone as the banner one in our career, but includes business done by the Jaccard Company, established 96 years ago; the Columbus, Ohio, store, in business 40 years, and the Denver organization, in business 40 years.

This big boom in all our stores means just one thing. When we begin to discuss prospects for 1925 we see undoubted prosperity in this country. I am gratified after these many, many years of business activity to point out the wonderful record made by our several stores, and to predict unqualifiedly that we feel the new year will bring unheralded prosperity in every line of endeavor.

"Analyzing the big December business carefully leads me to say that it must be true that the unrest, so prevalent in past months, is ended; that there must be plenty and steady employment for workers, and that the employers also have sensed the upturn of things for the better. With a feeling of confidence in the present, which begets faith in the future, one can easily predict continued success and contentment in every line.

"The workman is satisfied. He has steady employment and feels it will continue. If such was not the case he would have hoarded his small savings during December, and awaited the coming of better days. Thus, with confidence restored in the minds of worker, employer, the farmer, in finance and in Government, we are undoubtedly pointed for the biggest year of prosperity in the history of the country."

Morton J. May, president, Famous-Barr D. G. Co.: "We are swinging into the year with the brightest prospects for business and an increased measure of prosperity I have ever known at the beginning of any year.

"Factories everywhere that for some several months have been only partially operating are fast resuming their full schedules, and from every source we are receiving reports of very substantial advance orders and unusually active operations.

"The brisk demand for and high cost of raw materials is a splendid evidence of good business prospects ahead, and when manufacturers are busy and factories are active and prices are high, payrolls reflect this condition, and the purchasing power of the general public is greater, and naturally the retailer, as a result, can look for increased volume and satisfactory business.

"At this particular moment the new year looms up as promising the greatest measure of prosperity to the American people in the history of American business, and my wish for the new year is that the new year will see the present prospects fully realized."

W. D. Wood of Wabash Railway Receives Promotion

W. D. Wood, who has been connected with the Wabash Railway for 25 years in St. Louis, has been promoted to District Passenger Agent with that company at Little Rock, Arkansas. Mr. Wood has been connected with the company in the capacity of General Traveling Passenger Agent and his duties extended over the entire United States. He has been an active member of the American Association of Traveling Passenger Agents, holding every office in the association, was elected vice-president in 1914 and president in 1915. He is a member of the American Association of Railway Ticket Agents and an honorary member of the Passenger, Ticket and Freight Agents' Association of Texas.

He* Launched a New Product—

FOR 35 years, a St. Louis manufacturer of industrial equipment has enjoyed a fine reputation, and a good business.

Early in 1924 he perfected and was ready to market a new and revolutionary type of equipment. The complexities of market conditions, however, indicated to him the urgent need of the services and counsel of an advertising agency. He consulted the agency serving a friend of his.

With its merchandising facilities, this agency helped him to a clearer vision of his market.

Its copy and art departments coordinated to plan and produce for him a vigorous advertising campaign, introducing his new product.

Its production department assumed responsibility for all mechanical and clerical matters.

* Name on request.

The client found himself relieved of a mountainous mass of detail, for which he was not equipped.

The new product was launched. Sales for the first year exceeded the combined totals of the three years preceding.

Today, this new equipment—a decided departure from the ways of over half a century—is the recognized leader in its field. Nationwide distribution has been the reward of the first year's effort. And present indications point to a continuance of leadership in his line for this St. Louis manufacturer.

* * *

Needless to say, this client has renewed, for 1925, his cordial and profitable relations with the Britt Organizations. In case you also can use such services as prove so effective for this manufacturer, we propose an interview. You can pave the way with the coupon below.

BRITT ORGANIZATIONS Advertising Agency

SAINT LOUIS

Britt Organizations,
Walnut and Ninth, St. Louis

Please arrange to show how I can use your services.

Individual _____

Firm _____

Address _____

Southeast Missouri Lead Mines Have Largest Output in U. S.

LEAD mining in the United States in 1924 made a gain of 8 per cent and lead smelting and refining a gain of 15 per cent, while zinc mining and smelting remained nearly stationary, according to the Department of the Interior, as shown in reports and estimates made by producers and others and compiled by the Geological Survey. The statistics for the Western States are taken from advance statements prepared in the western offices of the Geological Survey. The statistics of imports and exports for the first eleven months of the year are taken from the records of the Bureau of Foreign and Domestic Commerce.

The output of soft lead from mines in the Mississippi Valley and the small output from mines in the Eastern States together amounted to about 276,000 short tons, and that of argenterous lead from mines in the Western States amounted to about 312,000 tons, a total of 588,000 tons. The corresponding figures for 1923 were 257,688 tons from the Mississippi Valley and the Eastern States and 287,903 tons from the Western States, a total of 545,591 tons. The southeastern Missouri district made the largest output, about 192,000 tons, as compared with 167,458 tons in 1923, a gain of 15 per cent. The Coeur d'Alene district of Idaho came next, with about 128,000 tons, as against 121,178 tons in 1923. Utah ranked third, with an output of about 116,000 tons, a gain of 14 per cent over that of 1923.

The imports of lead in ore for eleven months were 43,806 tons, more than 70 per cent of which came from Mexico. The content of lead in ore and base bullion in bonded warehouses on November 30 was 102,153 tons.

The price at Joplin of 80 per cent lead concentrates was \$107.50 a ton at the beginning of the year. The price rose from week to week

and reached \$125 by the first of March. At the middle of March the price began to decline and by successive drops it reached \$77.50 a ton near the end of May. This was the lowest price recorded during the year. By June it reached \$80, where it stood for nearly two months. During the last week of July the price rose to \$85.50. From that point a steady upward trend in prices started, which was maintained to the end of the year except for a slight backward movement about the first of October. By the middle of October it recovered and stood at \$110 a ton. Since that time the increase has been unbroken, and by the middle of December it reached \$130.

Edward Clemens Now Traffic Manager of Terminal System

A circular issued by President Henry Miller of the Terminal Railroad Association announced the appointment of Edward Clemens to the rank of traffic manager, with supervision over the industrial department.

Mr. Clemens has been in the service of the Terminal for the past twenty-four years, having by a succession of promotions reached this goal from a start as a messenger in the freight department. During the government operation he was assistant to the Terminal manager, and since May, 1920, he has been assistant to the general manager. Last year Mr. Clemens was president of the St. Louis Railway Club.

This Advertisement Was Written Entirely by Our Correspondents

"Your gain of \$22,000,000 in deposits within twelve months, and dividends of twenty-six million odd dollars paid to stockholders since 1899 is a most wonderful showing for 'Old Reliable'"

"Our relations with your institution have been so pleasant and satisfactory, we find ourselves taking a personal interest in your affairs of the many banks with which we do business in all parts of the country, the National Bank of Commerce has a very high place in our estimation"

"People that do not have an account with Commerce might be surprised at the growth, but we know it the result of service and good treatment to your customers. We are glad to be with Commerce."

The National Bank of Commerce
with which is affiliated the
Federal Commerce Trust Company
Broadway, Olive to Pine



in St. Louis
DAVIS BIGGS, Trust Officer

WEBSTER COLLEGE

for
*Young Women
and Girls*

The Ideal School for
Your Daughter or Ward
*Empowered by the State
to Confer Degrees*

FOR

Illustrated Prospectus of College
Address the Registrar

FOR

Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE

Webster Groves - - Missouri

Bell Telephone, Webster 1465

Town Club Dedicates Quarters in New Seven-Story Building

A CROWD which filled seven floors, the stairways and extended in a line out into Locust street, assuming the proportions of a huge civic house warming, attended the opening of the Town Club's new quarters at 1120-1122 Locust street the afternoon of Saturday, January 3. Formal dedication of the Town Club Building took place after a civic luncheon at which representatives of the city's organizations and former officers of the club were guests of honor.

So many thousands came to inspect the new building and participate in the exercises that patrolmen had to be called in to regulate traffic on the stairways, and the fire escape was resorted to to furnish another avenue of communication between the various floors.

Miss Charlotte Rumbold, first president of the Town Club, and now secretary of the civic department of the Cleveland (Ohio) Chamber of Commerce, told of the vicissitudes of the club in the early days of its organization in 1913, when it met in the old Faust Cafe, with a membership of fifty.

Among those who came to offer felicitations to the club on the completion of the \$400,000 home and its attainment of a membership of 3000 were Chancellor Hadley of Washington University, who represented Gov. Hyde; Mayor Kiel, Samuel Goddard, president of the City Club, W. Palmer Clarkson and Melville L. Wilkinson of the Chamber of Commerce, Rev. Michael Streitch, Ellwood Street, Rudolph Ganz, William Cady, Breckenridge Jones, Mrs. W. T. Littlefield, president of the Eighth District Federation of Women's Clubs, and Mrs. W. T. Donovan of the Catholic Women's Council.

Miss Mathilda G. Gecks, president of the Town Club, who presided at the dedication, briefly traced the history of the Town Club through the time when it successively occupied quarters in the Railway Exchange Building, Mercantile Club Building and the Century Building, and the formation of the Town Club Investment Board of which Miss Margaret Barry is president and which made possible the financing of the building, without assessment on the members.

New Building to be At Eleventh and Locust

NEGOTIATIONS have been completed for the erection of a twelve-story office building on the southwest corner of Eleventh and Locust streets, it has been announced by Eugene F. Williams, vice-president of the First National Company, which is financing the project. The building, which is being erected by the Local Realty Company, a new firm recently formed by W. M. Louderman, owner of the property, will represent an investment of approximately \$750,000, exclusive of the site, the value of which is estimated at \$350,000.

Plans and specifications for the new building, which will be fireproof throughout, are being drawn by LaBeaume & Klein, architects. Contract for the building has been let to the James Black Masonry and Construction Company.

Improvements on the site at present will be razed immediately, and construction work is expected to begin within a short time. The property has a frontage on Locust street of 83 feet 9 inches and measures 106 feet 4 inches on Eleventh street.

The building includes an auditorium, a cafeteria, a service dining room, private dining rooms, and large, beautifully furnished lounge and a swimming pool. Swimming exhibitions in the pool were feature of the day's program.

The building stands on a 60-foot front. The entire third floor is given over to the lounge, while cafeteria, and dining rooms occupy the fourth, fifth and sixth floors. On the seventh floor is the auditorium exceptionally attractive with its vaulted ceiling, large stage and windows on all sides. The swimming pool is in the basement.

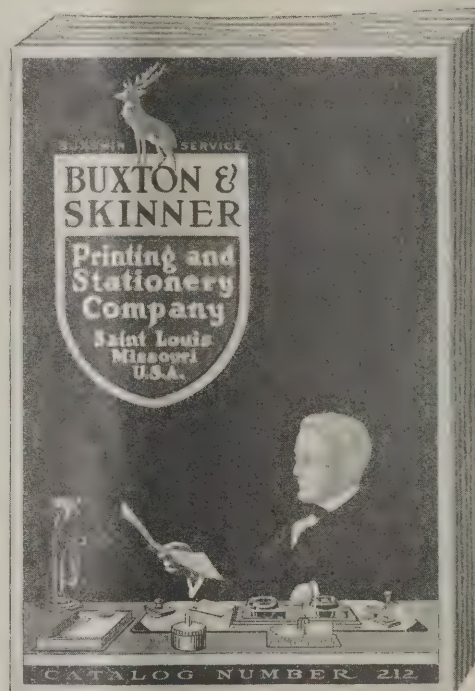
Decorations are simple and the walls of the rooms are a light tan.

Union Electric Plans Great Expansion

UNION Electric Light & Power Co. will spend \$11,000,000 in St. Louis and near by during 1925 in expanding its facilities.

Enlargement and expansion of the current distribution system, further construction at the Cahokia power plant, enlargement of the Ashley street plant, remodeling of the Union Electric building and construction of a 35-mile power line from Cahokia to Crystal City, Mo. are the larger items of the program.

The company estimates there will be 28,000 new customers received during the year, with an increased current demand of 20 to 25 per cent. It is recalled that rates for electricity were reduced in the autumn of 1923, and it was thought this would be of greatest benefit to residence users, allowing housewives to utilize more labor-saving appliances.



The Purpose of the Catalog

The purpose of the catalog is to sell goods or service. It does this directly, through its own ability to sell, and indirectly, by aiding the salesmen and saving his time. The catalog, also, offers a definite means of building organization prestige.

Every cent spent to make a catalog better has this result—*More Sales.* To accomplish its

purpose of selling, the fundamentals of catalog building cannot be overlooked. The plan, mailing list, copy, size, paper, illustration and printing, all require the expert knowledge gained only from experience.

Our service and experience, the result of forty-five years of catalog planning and printing are available to you.

Call Main 3480 Catalog Printing Department

BUXTON & SKINNER

Printing and Stationery Co

Fourth at Olive St. Louis

Complete Service - Printing - Offset Lithography - Binding - Embossing - Engraving and Art Work

New Members

John Alt Furniture Company, Inc.
 R. V. Aycock Company
 Auto Laundry System Company
 Anchor Post Iron Works
 Allied Postal Employees
 Baker Paper Company
 Alex J. Boka & Company
 Wm. F. Brockmeyer Cigar Company
 Brink's Express Company
 Chicago Great Western R. R.
 Cromwell Business Service
 Central Tent & Awning Company
 Cut Rate Tire & Supply Company
 Commercial Letter & Addressing Company
 Cordes Steel Products Company
 Calhoun Vinegar Company
 Duggan & Collins
 Albert E. Dillon
 De Coursey Creamery Company
 Downing & Company
 V. E. Dandiloff
 Dixie Mills Company
 Emert & Company, Inc., Fred
 A. G. Edwards & Sons
 Equitable Life Assurance Co. of New York
 Gertrude English Employment Service
 Farmers and Bankers Life Ins. Company
 Federal Land Bank of St. Louis
 Feltman & Curme Shoe Company
 Fleer-Petty Auto Accessory Company
 Ferguson Auto Repair Company
 Bruno Franz Sons
 Greenberg Mercantile Company
 General Reed Furniture Company
 Gradwohl Laboratories
 General Specialty Company
 Greater St. Louis Realty Company
 Robert Grace & Company
 Home Building & Loan Association
 Henry C. Hartenbach Carpet Cleaning Company
 Hawke & Comfort, Inc.
 International Heating Company
 Jersey Farm Dairy Company
 Rody Jabour
 Kei-Lac Company
 Korte Realty & Loan Company
 John Keane & Company, Inc.
 Kehler Flour Mills Company
 Krug Lumber Company
 Kingsbury Garage Company
 Kris-Art Letter Shop
 Logan and Barks Printing Company
 Elbert J. Lee
 Lake Service Company
 Lynn & Rutledge
 Lichter & Jens
 Lincoln Casualty Company
 Morse Sales Company
 Merchants Association, Inc.
 Manchester Iron Works
 Monward Realty Company
 E. Morganthaler & Company
 Motorbus Advertising Company
 Murco Candy Company, Inc.
 Newman-Saunders & Company, Inc.
 Newman-Schneck, Powers, Joyce Tailoring Co.
 John Nickerson & Company
 National Metal Products Company
 Own Your Home Realty Company
 Orpheum Theatre Company
 Olive Street Toggery
 Pioneer Automobile Service Corporation
 Purity Extract Mfg. Corporation
 Pure Silk Hosiery Mills, Inc.
 Walter G. Powell
 C. F. Pungsten, M. D.
 Printers' Supply Company
 Pioneer Oil Company
 Pierce Petroleum Corporation
 Quality Dairy Company
 Roland & Whinnery
 Rohn Realty Company
 T. L. Remley
 Rankin Letter Office, Anna E.
 E. F. Reinhardt & Company
 Rivoli Theatre
 Remington Typewriter Company
 Ray-O Burner Company of Missouri
 Realty Savings & Investment Company
 Remington Cash Register Company
 R. D. Snow
 Dr. F. C. Sullivan
 Schaefer Brass Mfg. Company
 The Safe Cabinet Company
 Sulphur Vapor Bath Company
 S. W. Straus Company
 Safe Guard Writer Company
 Schwitz Bakers Conf. Supply Company
 South Side Nash Company
 Stanger Mercantile Company
 C. T. Small Mfg. Company
 Stevens Engineering & Construction Company
 Taulbee & Linton
 Triangle Mfg. Company
 Ten Broek Candy Company, Baarent
 United States Shipping Board
 U. S. Gutta Percha Paint Company
 Vulcan Gasoline Company
 Walker-White Posting Company
 Wells Motor Company
 Wilson Brothers
 Millard A. Waldheim
 Arthur W. Wood & Company
 Wolf-Pollack Real Estate Company
 Wagner Gear Company
 Wedler Shuford Company
 Yeckel Insurance Agency Company, Louis
 Ziegler Manufacturing Company

PHOTO PRINTS

PHOTOSTATS

PROVE IT

With Inexpensive Photographic Copies

Quick, errorproof, economical copies of anything written or printed.

ST. LOUIS PHOTO PRINT CO.

OLIVE 2938

406-7-8 Times Bldg.

Character

The Best of all Collateral

The late J. P. Morgan said:

"I have known a man to come into my office, and I have given him a check for a million dollars when I knew they had not a cent in the world. The first thing is Character. Before money or anything else. That is the rule of business."

Character in Business is reputation for integrity, sincerity and genuine business ability. It does not spring into being over night. It is the creature *only* of slow development.

When an enterprise takes the Banker into its confidence, and makes a practise of submitting a periodical Detailed Audit Report, *it builds Character*.

The Detailed Audit Report, above all other factors, serves to establish a relationship of mutual understanding and trust between Banker and Business Man. It is the *one* instrument that can give the Banker a complete picture of a business in all essential details. It is the *only* instrument that can satisfy him that his client does business on facts, based on dependable figures.

Under present conditions, when money is comparatively easy to borrow, the Detailed Audit Report not only builds *Character*, which is *the best of all Collateral*, but *checks* against over-borrowing and *protects* against the dangers of lapsed maturities.

ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

BOATMEN'S BANK BUILDING, ST. LOUIS

NEW YORK	CLEVELAND	DETROIT	MINNEAPOLIS	LOS ANGELES
BUFFALO	CINCINNATI	GRAND RAPIDS	ST. PAUL	ATLANTA
ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
RICHMOND	DAYTON	MILWAUKEE	DENVER	WACO
	LOUISVILLE	MEMPHIS	SAN FRANCISCO	

TAX OFFICE: 910 TO 918 MUNSEY BLDG., WASHINGTON, D. C.

Joseph N. Fining Representing New York Agency

Announcement is made that Harry and Arthur Culbertson, of Chicago and New York, managers of scores of internationally and nationally famous singers and instrumentalists, have contracted with Joseph N. Fining, to be their sole representative for St. Louis and an extensive territory adjacent to St. Louis. Mr. Fining has opened temporary offices with Charles E. Richardson, in 1008 International Life building.

Among the artists whom the Culbertsons have under regular contract, and who are now available, through this arrangement, for St. Louis concerts, parties, social functions and meetings, are: Baklanoff, Claire Dux, Burmester, Zoellner Quartette, Seagle, Frederick Lamond, Riccardo Martin, Forrest Lamont, Ornstein, Edna Swanson Ver Haar, Munzer Trio, Passmore Trio, Chicago Operatic Trio, Lazzari, Myrna Sharlow, Margery Maxwell, Irene Pavloska, Elmile Telmanyi, Grace Wood Jess, Sykora, Louis Johnston, Chiapusso, Dumesnil and Ruth Ray. Fifty or more high-class artists are under regular contract.

Mr. Fining is a former newspaperman and has, at different times, been connected prominently with important civic movements in St. Louis and East St. Louis.

Murco Candy Co. Plans to Ex- pand Its Present Plant

The Murco Candy Company has succeeded Jos. B. Murphy Sons & Company and plans considerable extension of its plant at 212 North Second street, it is announced by that firm. The company now is manufacturing a general line of candies and is selling to wholesale dealers.



We extend to all members of the American
Retailers Association our best wishes for a
Happy and Prosperous New Year.

BETTMANN-KLEINHAUSER CLOTHING CO.

1204 WASHINGTON AVENUE



Make this resolve for your family

That you will start the New Year by making
a will, and thus thoughtfully provide for their
future through a wise distribution and con-
servation of your estate.

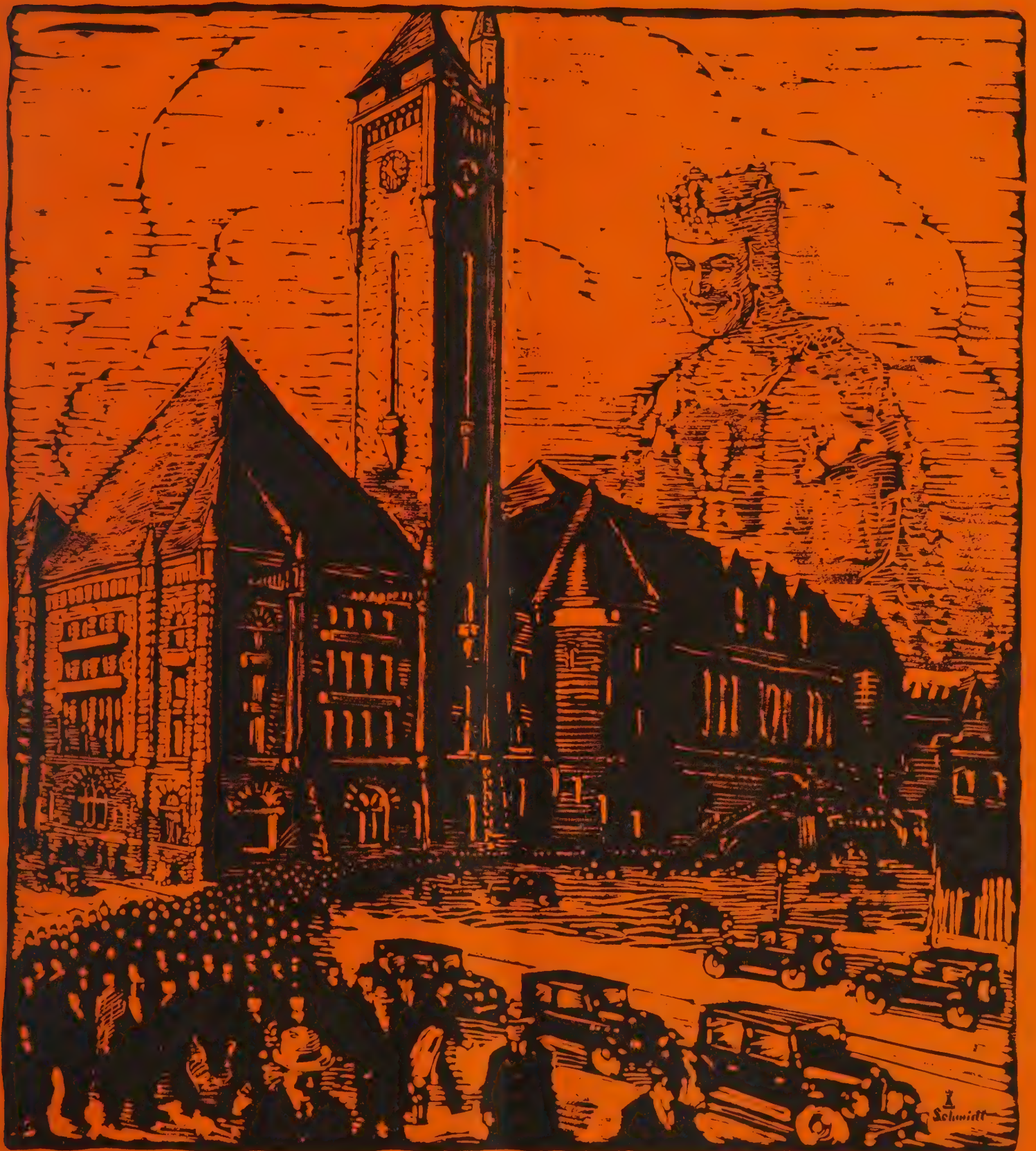
You will get valuable information from our
booklet "What You Should Know About Wills."

write or call for it

ST. LOUIS UNION TRUST CO.

BROADWAY and LOCUST
Affiliated with First National Bank

Greater St. Louis



A.R.A. Convention Issue ~~~

Remember reading “TOM SAWYER”
when you were a kid?

Gosh! How it thrilled you! Wasn't “TOM” at that time, and even more so since you've grown up, the personification of a “regular” boy—a real boy—a kid that was full of life, fun, mischief and the “joy o' livin'”? In our American fiction, “TOM” is regarded as the greatest “real boy” of his time.

Take our modern “TOM SAWYER”; the boy who wants to be a soldier; the kid who shouts himself hoarse when the flag goes by; “Red”, who climbs every fence and lamp-post in town; “Dick”, who is fastidious about his neckties; “Jimmy”, who wears his knees and elbows through.

We have studied these modern American “TOM SAWYERS” with one object in mind: to create and manufacture “Washwear for Real Boys”; Washwear that will wear, wash and fit, that “hold their own”, and withal, are sightly and stylish.

We feel that we have succeeded, basing our opinion on the many, many letters of commendation that come from the mothers, merchants, and the boys themselves, from all over the country.

Blouses
Shirts



Wash Suits
Play Suits

ELDER MANUFACTURING CO., ST. LOUIS

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

February, 1925

Number 6

TABLE of CONTENTS

WELCOME TO A. R. A.....	5
By W. Palmer Clarkson	
PREPARATIONS FOR VAST SPRING TRADE.....	6
A. R. A. CONVENTION PROGRAM.....	7
PROGRESS OF A. R. A.....	8
DRY GOODS HOUSES DO VAST BUSINESS.....	9
EXPANSIONS OF MEN'S WEAR INDUSTRY.....	10
WOMEN'S WEAR MARKET REVIEW.....	11
ST. LOUIS—WORLD'S SHOE MARKET.....	12
MILLINERY MARKET EXPANDS.....	13
BUSINESS MOVES AHEAD.....	14
THIRD GOOD WILL TOUR TO CARIBBEAN.....	15

OFFICERS

W. PALMER CLARKSON, President.
MELVILLE L. WILKINSON, First Vice-President.
CARL F. G. MEYER, Second Vice-President.
BAXTER L. BROWN, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDDY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER	E. D. NIMS
JOHN H. GUNDLACH	HARRY F. STIX
HAROLD M. HESS	JOHN B. STRAUCH
LOUIS F. LUMAGHI	F. W. A. VESPER
ROBT. L. NIEDRINGHAUS	LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN	MORTON J. MAY
IRVIN BETTMANN	JULIUS SEIDEL
WILLIAM R. COMPTON	*R. T. SHELTON
*F. ERNEST CRAMER	HOWARD V. STEPHENS
W. H. ELLIOTT	*O. L. SWANZEY
J. H. FARISH	L. A. VALIER

W. L. WIMMER

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman;
R. S. Rauschkolb, Secretary.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
Emil Ritter, Jr., Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. of C. BUREAU—
Theodore Fleming, President;
Dwight Holmes, Secretary.
MEMBERS' CONFERENCE—R. T. Shelton, Chairman
W. Scott Hancock, Vice-Chairman.
MEMBERSHIP—W. S. Cummings, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter C. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—O. L. Swanzy, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



Lunette by Luca della Robbia, Florenz

A Lesson in Durability from the 15th Century

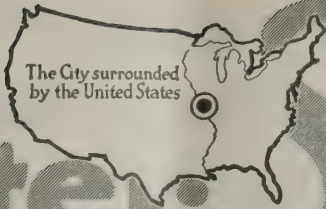
Durability has always been an important factor in architecture. Where structures have endured for ages, it is certain, that the greatest care was used in the selection of the materials of which they were built.

The durability of Terra Cotta and its beauty of form and color are attested by the works of the della Robbias, of the 15th century, which are in perfect state of preservation.

When you think of building, consider the impressive dignity of a Terra Cotta exterior—the economy in Terra Cotta construction—the beauty in Terra Cotta design—and remember that Terra Cotta endures for ages. Write the Terra Cotta Service Bureau, 128 North Wells Street, Chicago, telephone Dearborn 4251, for examples of impressive Terra Cotta architecture.

Build with TERRA COTTA for Beauty

Greater St. Louis



*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

February, 1925

Number 6

WELCOME TO A. R. A.

BY W. PALMER CLARKSON,
President, St. Louis Chamber of Commerce

ST. LOUIS is proud to be host again to the business men composing the membership of the American Retailers' Association. Our problems and the problems of the merchants who patronize this market are mutual in many respects, for what affects them is reflected in the St. Louis market to a great degree, and vice versa.

So we are glad to have the forward-looking men of this great organization with us. We should meet frequently and discuss and help each other with the various problems that come up from time to time.

You from other sections will find all St. Louisans ready to serve you at any time. We are deeply interested in your progress and welfare, as we feel sure you are interested in ours.

During the time members of the Association are in St. Louis they will find the entire organization of the Chamber of Commerce at their service. Our offices are at 511 Locust street and we would be delighted to see any members of the Association here at any time.

Wholesale Firms Prepared for Record-breaking Spring House Business

Stocks Are Most Complete Ever Assembled Here and Forces are Working Night and Day to Prepare for Great Volume of Buying—Merchants from Every Section to be Here

ST. LOUIS wholesale houses have prepared for the largest spring business in the history of the respective firms. Extensive preparations are made for the early arrival of merchants and a demand for spring merchandise that is unprecedented in the history of the market. It is being indicated by the unusually large number of merchants already in the market from all parts of the country that the volume of buying here during the next several weeks will be tremendous.

"A great many new merchants are being observed in the market," said J. H. Jones of the Ely Walker Dry Goods Company. "Heretofore they have been going elsewhere. The local market is rapidly becoming the most popular throughout the country. We are expecting more merchants than we have ever had and practically all the salesmen will be in to assist in handling the trade expected."

"Realizing the inroads mail order houses are making on retail merchants we are preparing a sixteen-page catalog to be sold to merchants at cost, with the merchant's name printed on it and featuring seasonable merchandise. Previous experiments have caused a great demand for this catalog from merchants who feature staple lines of merchandise."

"We are displaying more attractive lines and preparations are being made to meet every demand. There were more early merchants arriving in the house last month than in January of last year and we feel that there will be a great movement of goods in the market as road sales were somewhat slighter."

"The horizon of a tremendous spring business is cloudless," said T. H. James of the Brown Shoe Company.

"We are preparing for our busiest spring season," said James, "and are doing every thing possible to attract merchants to St. Louis. Our factories have been running to their fullest capacity the past few months and there is no anticipation of a slowing up but an endeavor to increase production."

Despite the fact that most shoe houses do a great percentage of their business on the road a large number of merchants are expected in the market, it was said at the Friedman-Shelby Shoe Company.

Among all the wholesale shoe houses a splendid seasonable business is being conducted and there is a building up of a vast amount of novelty patterns for the spring trade. St. Louis shoe concerns have set the pace in styles, the greatest factor in the shoe industry, as indicated by the recent Shoe Pageant.

The vast amount of early buying by merchants already in the market is indicative of a more than ordinary heavy movement of merchandise, said Charles Abney of the Carleton Dry Goods Company.

"There are on display new colors and patterns," Mr. Abney said, "and a great many new things in dresses, piece goods and ready-to-wear. We have already sold more opening stocks during the month of January than any corresponding month previous to the war. We find that optimism prevails throughout the entire country."

"We expect one of the largest market seasons in the history of our house," said J. H. Rabe of the Rice-Stix Dry Goods Company. "Our preparations have been more extensive as we expect a considerable amount of buying. With the prevalent trend of optimism we have prepared accordingly and practically all of the salesmen will be in to assist in handling the trade. The buying of early merchants is foretelling a wonderful business."

Irvin Bettmann of the Bettmann-Kleinhauser Clothing Company, said that every preparation was being made to meet every demand of the large number of merchants expected in the market. Due to the conservativeness in road sales a vast amount of market buying is expected, Mr. Bettmann said.

An apparent conservativeness was being indicated in the New York market and there is a desire among merchants to buy from stock in the local market, said R. W. Kunce of the Kunce and Bauer Clothing Company. Due to the slowing up in buying of merchants from samples, there will be a great demand for mer-

chandise on their arrival in the market, according to Mr. Kunce.

Among the delegations of buyers and merchants expected here during the spring buying season, are representatives for some of the largest retail firms in the East. There will be buyers from Pittsburgh, Buffalo, New York City and other large distributing centers, all of whom have been notified of the vast preparations St. Louis houses have made for the house buying season.

Each of the firms has been working its entire force several nights a week arranging stocks and many of the road salesmen will be called in to give their customers personal attention during the time they are in market.

Generally, it is said the stocks now are the most complete in every line, ever assembled here. In addition to vast stocks on the floors of the various dry goods houses, are huge reserve supplies of merchandise in warehouses, which will be brought out from time to time to keep the stocks from which purchases will be made, clean and new constantly, during the buying season.

Every official of firms composing the great wholesale district of St. Louis is confident the aggregate volume of

Market Prepared for Vast Business

THE new spring stocks of the wholesale houses in the dry goods, ready-to-wear and shoe districts of the city bear testimony to the expectations of the firms during the house buying season which has already begun. The stocks are more comprehensive than they have ever been before and in each department, they have been carefully chosen by experts, producing an ensemble of merchandise from which any buyer may secure just the thing he wants.

It is the unanimous opinion among wholesalers, manufacturers and retailers alike, that the present season is going to result in millions of dollars being spent in St. Louis by merchants from every section of the United States during the next few weeks, building up an immense, aggregate volume which has never before been equalled in a like season.

St. Louis houses are well prepared to take care of such a business.

Hundreds of Retail Merchants, From Every State, Will Be Here For Convention

Semi-Annual Convention of American Retailers' Association to be from February 9 to 16—Comprehensive Program Arranged

ST. LOUIS welcomes the week of February 9 to 16, inclusive, the third semi-annual convention of the American Retailers' Association. In the year and half of its existence, this association has grown to include in its membership more than 3000 retailers from forty-one states in the union. The purpose of the Association is to disseminate up-to-date ideas on modern merchandising methods through addresses and actual demonstration and displays.

The educational features attending the convention will be staged by the Move-More-Merchandise Conference conducted by the Advertising Club of St. Louis on Tuesday afternoon and evening February 10, and Wednesday afternoon February 11. Perhaps never before has such a gigantic program, including so many different educational features, been arranged, for at these educational sessions merchants will be shown proper store display and arrangement, show window display, show card writing, window trimming, newspaper advertisement writing, direct by mail writing, exhibit of successful advertising, circulars, folders, mailing cards and the like.

The men largely responsible for arranging the educational sessions of the Move-More-Merchandise Conference are Michael Levy, General Chairman; John DeWild, Vice-Chairman; A. E. Schanuel, W. J. Hencke, J. L. Isaacs and Roy Edmonds.

In addition to the educational features, the committee on arrangements has given a great deal of thought and time to preparing a number of entertainment features. The convention will open with a joint luncheon meeting of the American Retailers' Association and the Advertising Club Tuesday noon, February 10 on the sixteenth floor of Hotel Statler. At this meeting R. Fullerton Place, President of the Advertising Club will preside, and the Rt. Rev. James E. Freeman, D. D., Bishop of Washington, D. C., will speak on "The First Line of Defense".

On Wednesday evening, February 11, at 6:30 p. m. in the ball room of the Statler the annual banquet of the association will be held. Every effort is being put forth to make this an occasion of enjoyment to all who attend, not only because of the excellency of the addresses that will be made, but also because of the splendid program of entertainment to be featured. L. G. Boone, President of the American Retailers' Association, will preside. Every available bit of dining room space has been reserved for the overflow attendance which is anticipated. In addition to the 16th floor, the 17th floor, the Daniel Boone Room and Parlor "A" have been reserved. Theo. H. Price, Editor of "Commerce and Finance" of New York City will deliver the principal address. His subject will be "A Sermon for Retailers".

The convention really gets under way Monday, February 9, for it is on that date that the members register, receive their buttons, tickets and other material pertaining to the convention. Registration is free. The program in detail follows:

Monday, February 9

Registration of Retailers—Hotel Statler.

Tuesday, February 10

12:00—Joint Luncheon—American Retailers' Association and Advertising Club of St. Louis, President Place, presiding. The Retailers will be guests at the luncheon. Introduction of President L. G. Boone, of the American Retailers' Association, and other prominent men at head table. Feature Address, The Rt. Rev. James E. Freeman, D. D., Bishop of Washington, D. C. Subject—"The First Line of Defense."

2:15—Address—Martin L. Pierce, Manager of Research and Promotion Department, The Hoover Company, North Canton, Ohio. Subject—"Advertising, The Open Road to Profit." A message for the Retailers.

3:15—Address—James W. Fisk, Merchandising Counselor, "The Journal," Milwaukee, Wisconsin. Subject—"Making More Money in Retailing." A message on how to keep clean stocks and speed up the turnover.

4:00—Address—R. T. Whitnah, Display Manager, Crosby Bros., Topeka, Kansas, Chairman Executive Committee, International Association of Display Men. Subject—"The Importance of Window Display." Demonstrating how to make windows and interior displays pay a profit.

4:45—Address—S. P. Preston, Editor "Gillespie News," Gillespie, Illinois. Subject—"Making Newspaper Publicity Pay." A store of co-operation between the Retailer and Newspaper Man.

Tuesday Evening

"Brass Tacks" Session. Chas. E. Williams, First Vice-President Advertising Club, presiding.

7:00—Card Writing Demonstration.

7:45—Address—E. U. Berdahl, Secretary-Treasurer, South Dakota Retail Merchants' Association, Sioux Falls, South Dakota. Subject—"Unseen Losses, Why They Exist, and How to Prevent Them." A surprising revelation for retailers.

8:30—Address—R. C. Dolbin, Superintendent of A. Harris & Company, Dallas, Texas. Subject—"Ways and Means of Building an Efficient and Loyal Store Organization."

9:15—Address—A. J. Willmann, of Willmann & Sons, Hannibal, Missouri. Subject—"Advertising Ideas that Increased Cash Business Three Hundred Per Cent in Six Years." A talk that covers co-operative advertising of the city—as well as newspaper, direct mail and other forms of retail advertising.

Both afternoon and evening sessions to be followed by a conference on window trimming and exhibition of show card writing.

Wednesday P. M., February 11

Felix Coste, Second Vice-President Advertising Club, presiding.

1:45—Address—W. Leonard Thompson, Assistant Chief, Domestic Commerce Division, Washington, D. C. Subject—"A Service Station for Retailers."

2:45—Joint Address—Demonstrating Direct Mail Advertising for the Retailer. E. S. Charles, The Charles Company, Napoleon, Ohio. Subject—"Using Direct Mail Successfully." L. R. Heflin, Secretary and Treasurer of the G. & G. Stores Company, Fairfax, Oklahoma. Subject—"Outmailing The Mail Order Houses."

3:45—Address—L. G. Boone, President, American Retailers' Association. Subject—"Plans for 1925."

6:30—Banquet—American Retailers' Association. L. G. Boone, President, American Retailers' Association, presiding. The Retailers will be guests at the banquet. A handsome souvenir will be given each retailer in attendance. "Greetings from American Retailers' Association"—L. G. Boone, President. "Welcome to St. Louis"—Hon. Henry W. Kiel, Mayor. "St. Louis Chamber of Commerce Welcomes You"—W. Palmer Clarkson, President. "Greetings from the Advertising Club of St. Louis"—R. Fullerton Place, President. Several Entertainment Features. Address—Theodore H. Price, Editor "Commerce & Finance", of New York City.

(Continued on Page 36)

American Retailers' Association, Organized Here Two Years Ago, Growing Rapidly

More than Three Thousand Merchants in Forty-one States, Comprise Present Membership—Third Semi-Annual Convention Here This Month

THE American Retailers' Association, two years old this month, has attracted the attention of business men throughout the United States because of its rapid growth and the need it fills. The Association came into being at a conference meeting held in St. Louis, August, 1923. The organization meeting was attended by retail merchants from Arkansas, Illinois, Mississippi, Missouri, Kentucky, Oklahoma, Tennessee and Texas, and was originated for the chief purpose of disseminating among its members at conferences, conventions and through the mails, knowledge, information, trade news and up-to-date ideas on modern merchandising methods. At this initial meeting Flint Garrison, of the "Drygoodsman", was elected president and the directors selected included J. T. Harville of Augusta, Arkansas, F. C. H. Burnett of Eldorado, Illinois, A. A. Kuhne of Troy, Missouri, L. G. Boone of Elkton, Kentucky, J. D. Curreathers of Mangum, Oklahoma, W. L. Shelton of Covington, Tennessee, and T. C. Campbell of Abilene, Texas.

Immediately a campaign was inaugurated to bring to the attention of retailers throughout the United States the services the American Retailers' Association had to offer them. Memberships came in rapidly, and in a few months the Association had grown from a "babe in swaddling clothes" to quite a "husky youth". Today finds it fully developed to a body comprising a membership of over 3000 retailers from forty-one states in the union.

Efforts were concentrated the first few months after its organization to building a strong membership. After the Association membership had grown to goodly proportions, plans were laid for the first convention. This was held in February, 1924, and in conjunction with the convention activities, the Move-More-Merchandise Conference, which had been organized a year previously by the St. Louis Advertising Club, became a special feature of the A. R. A. convention. Educational sessions covering three days were staged by the Move-More-Merchandise Conference. These sessions dealt entirely with the problems facing the retailer in his every-day business, such as window display and trimming, store layout, advertising, special sales events and the like. The convention concluded with a big banquet and entertainment in honor of the retail members at the Chase Hotel, with over 1500 merchants present. The convention was declared to be one of the most successful of its kind ever staged in the United States.

President Garrison found it possible to serve only a few months, then, because of business pressure, his resignation was accepted and Wm. Sloan selected as his successor. During Mr. Sloan's regime, the membership of the Association grew in numbers and upon his retirement L. G. Boone, of Elkton, Kentucky, who was elected to succeed him, found that the organization of which he had been selected to head, comprised a membership of over 3000.

The second convention of the Association was held in August, 1924. Again a series of educational sessions were conducted and addressed by some of the outstanding retailers of the country. A banquet again marked the close of the convention with perhaps as fine a program of speaking and entertainment as has ever been staged.

The next convention of the Association is fixed for the week of February 9 to 16, inclusive. The committee on arrangements is exerting every effort to make this convention even more successful than the two previous ones. It is expected that approximately 3000 merchants will attend. From expressions of members who have attended previous conventions, it is evident that they consider the investment of time and money involved in attending one of these conventions a well worth while one.

In addition to attending conventions, however, members are rendered other services. For instance, the Association is in a position to assist the retailer in receiving prompt service in relation to the shipment of goods he has ordered. If his goods are caught in congestion, and after he has exhausted his efforts with his local agent, the Association will step in and see that his goods are moved promptly.

The Association also acts as an Information Bureau for members desiring to know the sources of supply of particular articles. Members have used this service to a very large extent since the organization was founded. A monthly contact with the membership is maintained through a magazine which contains hints on better merchandising and stories of the accomplishments of successful merchants in various sections of the country. The officers and directors of the Association at present are:

L. G. Boone, President, Boone & Sons, Elkton, Ky.; Frank R. Becker, Vice-President, Diers Brothers Company, Scottsbluff, Nebr.; C. H. Burnett, President, C. P. Burnett & Sons Company, Eldorado, Ill.; T. C. Campbell, Campbell's, Inc., Abilene, Tex.; J. D. Curreathers, Mangum, Okla.; M. H. Forester, Forester Dry Goods Company, Ottawa, Kans.; R. T. Harville, Secretary, E. H. Connor Mercantile Company, Augusta, Ark.; A. A. Kuhne, Kuhne Bros. Mercantile Company, Troy, Mo.; Sam P. McRae, S. P. McRae Department Store, Jackson, Miss.; W. V. Nelson, Vice-President, Sterling Dry Goods Company, Mason City, Iowa; Mose Newburger, Jasper, Ala.; George A. Roth, George J. Roth and Company, Booneville, Ind.; W. L. Shelton, President, Covington Supply Company, Covington, Tenn.; Solomon Weiller, Weiller and Benjamin, Albuquerque, N. Mex.; John C. Zeigler, Louisiana Central Lumber Company, Clarks, La.

Scott R. DeKins, of St. Louis, has been Secretary-Treasurer of the organization since its inception.



Theo. H. Price, who will Address Association

St. Louis Dry Goods Market Shows Remarkable Growth and Expansion

Dry Goods Houses, in Addition to Jobbing Business, Conduct Vast Manufacturing Enterprises in Number of Lines—Aggressiveness One of Primary Factors in Development.

THE remarkable growth of St. Louis as a wholesale dry goods manufacturing, jobbing, and distributing center during the past fifty years is conclusively proven by comparison of the market today with the aggregate volume of business done by St. Louis firms in days when the wholesale district was located on Main street, before its gradual move westward on Washington avenue.

Recalling former days, when the city had long outgrown its standing as a frontier trading post and had developed into a stirring river shipping point with countless steaming river packets moored along the levee, the pioneer dry goods market is here reviewed.

The Samuel C. Davis Dry Goods Company was the largest and most flourishing dry goods house twenty-five years ago. There was no other local house in this firm's class and it did, at that time, what was considered the tremendous volume of \$5,000,000 annually. Every dry goods house in the city looked forward to doing the vast volume of business the Davis Company was conducting.

At the present time any one of the large local houses will do that same volume in one month. This is, of course, attributed to the fact that the territory has expanded and large companies are now manufacturers and converters as well. In former days the dry goods houses were strictly jobbers. Today all the large houses operate from six to thirty factory units each, thus occupying a different position and a marked advantage as well.

One of the greatest factors in developing the local market is the fact that it is one of the most aggressive markets known, which, combined with its central location, has been a great asset in attracting buyers.

In former days a great deal of stress was laid on the trade in the South and the nearby territory. At present, the local market has expanded its efforts to the entire country as well as foreign countries. Twenty years ago the local market did a business of \$12,000,000 annually. Today the volume exceeds \$140,000,000. St. Louis is now recognized as one of the best and biggest dry goods markets in the United States.

A souvenir of the semi-centennial anniversary of the founding of the house of Samuel C. Davis and company, dated 1835 to 1885, shows an etching of the four stores occupied by the Davis concern from 1850 to 1873 located on Main street. The souvenir also bears the celebrated Davis trademark, "Our Own".

The following paragraphs were taken from the souvenir:

"The history of this firm covers the period of the development of our city from a frontier trading post to the metropolis of the West. All the modern facilities for the expeditious transaction of large commercial enterprises have been developed during this period and have been promptly availed

of by this firm for the benefit of their increasing business.

"Within the present generation all goods purchased by this firm for this market were shipped to New Orleans and thence by river as the only available route for transportation. The entire system of railway transportation—the commercial

use of the telegraph and all the kindred facilities which are now essential elements in the daily routine of business have been established during the past fifty years. Every development of the West has seen a corresponding growth in the business of this house."

In early days few of the old houses exceeded an annual business of \$500,000. Before the rapid development of the market, the sales forces were out but a few months during the year. At present they are out practically every day of the year. There have been a great many handicaps overcome that slowed the progress of the old market. Formerly salesmen did most of their traveling on horseback or in a buggy.

The sudden immigration into St. Louis following the Civil War aided the early market materially. The young generation drifted into the progressive houses and the older houses were finally cut out. In those days a concern with a \$50,000 capitali-

zation was considered large.

During the early days of the Civil War the market received a severe shock when calico, selling at 15 cents per yard, unbleached muslin at 15 cents and feather tick at 35 cents, suddenly jumped to 75 cents and \$1.40 per yard respectively. Cotton in September, 1864 was selling at \$1.85 per pound and the only way it could be gotten was by smuggling it through the lines.

The enterprise of the merchants and the central location of the city are responsible for the rapid development of the market. When the river was a great commercial highway St. Louis was the distributing point for the entire west. Buyers would call every spring and their goods was freighted out by wagons.

While the early houses were strictly jobbers a majority of the houses today manufacture approximately seventy per cent of their goods.

The following firms were prominent in the local dry goods market in 1870: Henry Bell & Son, Crow, McGreery & Co., John G. Allin & Sons, Chase & Cabot, H. T. Simon & Gregory, James A. Wear & Co., Hurt, Helmers & Voorhees, T. & C. Slevin, B. & J. F. Slevin & Co., Jos. Weil & Bro., Suss, Obermeyer & Wise, Jamison, Cottsing & Co., Cuno, Menze & Meyer, Samuel C. Davis & Co., A. Frank & Sons, Dodd, Brown & Co., Chas. Stern & Co., Minch & Mason, Atherton & House, Doan, King & Co., H. L. & J. D. Rankin, Robert Campbell & Co., and H. Enderson Ridgley & Co.

(Continued on Page 41)

Growth of St. Louis Market

IT IS an axiom among those familiar with the St. Louis market that merchants can find here merchandise to fill any need invariably at prices comparable with those paid elsewhere. Some years ago it was customary among many merchants to buy their dry goods and several other lines in St. Louis and then proceed to other markets to buy a great portion of manufactured lines they needed.

This custom became less and less noticeable however, and now practically all merchants, who come to St. Louis to buy, fill almost all of their needs here. As a result, this market has grown consistently and steadily, until now, as is told in the accompanying article, it is one of the foremost markets of the world.

Men's Wear Manufacturers of St. Louis Doing Vast Volume of Business

Gain Made by This Market in 1924 was Greater Than Percentages of Increase in Other Centers—St. Louis-made Men's Wear Now Being Sold Throughout Nation

THE tremendous expansion of St. Louis firms, manufacturing men's clothing during the past 20 years, has been one of the outstanding achievements of this market. From a small beginning, doing a total volume of business which 50 years ago aggregated approximately \$5,000,000 a year for the entire market, this industry has grown until the volume last year, the greatest in the history of this market, was \$37,375,000, and practically every men's wear manufacturing firm in the city is planning expansions to care for constantly increasing business.

The territory covered by these firms naturally has expanded in keeping with the impressive growth of business. The first men's wear firms to open in St. Louis covered only a few nearby towns, reaching out gradually and taking in more and more territory. Now men's clothing and accessories, St. Louis-made, are sold in practically every town and city in the United States.

Fifty years ago, when the men's wear industry first began to play a part in the St. Louis market, there were eight firms here. They were William Young & Co., R. & W. Goldstein, Sahlein Singer & Co., Charles DeGreck & Co., T. & C. Slevin, Marx & Haas, Young Bros. & Co., and S. Landecker & Co.

These firms gradually went out of business or were absorbed by other firms. Twenty-five years later, there were fifteen larger men's clothing houses here, and a smaller group of specialty houses which handled men's wear. These firms were in addition to the firms carrying general lines, which included men's clothing and accessories. Among the firms here 25 years ago were Baer, Oliver, Singer & Co., Schwab Clothing Co., Marx & Haas, Baer, Seasongood & Co., Singer and Hirsch, Rigler Pants Co., Carleton Clothing Co., I. Harris & Co., J. M. Maguire & Co., Mayfield Woolen Co., M. Kory & Co., Loth Clothing Co., Epstein Clothing Co., A. Haas & Son and I. Russack & Son.

There are now approximately 50 men's clothing firms here in addition to the large number of specialty houses which carry lines of men's accessories, St. Louis-made, which are among the finest in the United States.

These firms are:

Adler, David, & Sons, 701 Silk Exchange Bldg.; Baris, J., & Son, 1504 Washington; Bettmann-Kleinhauser Clothing Co., 1204 Washington; Blustein, J., Pants Co., 509 N. Broadway; Bober Bros., 514 Columbia Theater Bldg.; Brentworth Clothing Co., Washington at 8th; Butler Brothers, 18th and Olive; Carleton Clothing Co., 1123 Washington; Cohen & Lang, 514 Columbia Theater Bldg.; Cohn, Brown & Co., 512 Columbia Theater Bldg.; Curlee Clothing Co., 1001-07 Washington; Epstein, Inc., H. & L., 1427-29 Lucas; Faller's, Isaac, Sons Co., The, 1416 Washington; Giant-Vulcan Overall Co., 923 Washington; Goldsmith Clothing Co., 1224 Washington; Goodyear Rubber Co., 1103 Washington; Gubin Clothing Co., 615 N. 9th; Handelsman, M., 1025 Washington; Hecht Bros. Clothing Co., 1531-1535 Washington; Helmbacher, J. Peter, 701 Silk Exchange Bldg.; Knickerbocker Clothing Co., 1310 Washington; Korrekt Klothes, Inc., 1635-39 Washington; Kory, M., & Son, 1548 S. Broadway; Langsdorf, Sam, 701 Silk Exchange Bldg.; Levin-Glaser Trouser Co., 1123 Washington; Lewis, O. J., Merc. Co., 1009-11 Washington; Lieberman, G., & Sons, 1325 Washington; Lippman, Jos. M., 1401 Washington; Lipshitz, M., Co., 614-16 N. 11th; Masterbilt Trousers Mfrs., 1015 Lucas; Marx & Haas Clothing Co., 13th and Washington; Missouri Jobbing House, 814 Lucas; Missouri Pants Mfg. Co., 923 Washington; Nelson Pants Co., 923 Washington; Owens-Schneider Clothing Co., 1101-05 Washington; Pollock Clothing Co., 905-07 Washington; Primo Clothing Mfg. Co., 1627-31 Washington; Pyramid Clo. Mfg. Co., 2211 Pine; Rubin Clothing Co., 905 Washington; Siegfried, H., & Sons, 1015 Lucas; Singer, Louis, Merc. Co., 810-12 Lucas; Snugset Clothes Co., The, 923 Washington; Strauss Clothing Co., 1224 Washington; Supreme Pants Co., 617 N. 8th; Todd, Lewis & Co., 1727 Washington; Triangle Clothing Mfg. Co., 905 Washington; United States Rubber Co., 1601-1607 Washington.

The rapid growth and development of some of these firms has caused the attention of clothing manufacturers in other

cities to be centered on the St. Louis market for several years past. St. Louis-made clothing, the same as other lines manufactured here, is sturdier and better made and has won thousands of friends throughout the United States among leading clothing merchants.

In the other branches of men's wear, the St. Louis market has expanded greatly also, this city now being one of the shirt manufacturing centers of the world. There are more shirts sold from here than any other place east of New York and Philadelphia. The market during the past twenty-five years has shown a rapid growth. It has steadily produced shirts of greater value and the standard has been improved.

One million separate garments now are turned out in the market annually as compared to an annual production of 75,000 twenty years ago.

The leading shirt manufacturers of St. Louis are:

Baris, J., & Son, 1504 Washington; Bissell, J. R., D. G. Co., 1320 Washington; Broida Bros. D. G. Co., 1317 Washington; Buckley Shirt & Underwear Co., 701 N. 16th; Butler Brothers, 18th and Olive; Carleton D. G. Co., Washington and 12th; Cluett, Peabody & Co., Inc., 1209 Washington; Cohen, H., Merc. Co., 712 N. 11th; Corliss, Coon & Co., Inc., 503 N. 12th; Ebert & Freed, 905-907 Washington; Edlin Mfg. Co., 1105 Washington; Elder Manufacturing Co., 1207 Washington; Ely & Walker D. G. Co., 1520 Washington; Epstein, Inc., H. & L., 1427-29 Lucas; Erlich, Phil., & Co., 1331 Washington; Ferguson-McKinney Mfg. Co., 12th and Washington; Gale-Sobel Co., 1121 Washington; Giant-Vulcan Overall Co., 923 Washington; Ide, Geo. P., & Co., Inc., 312 Silk Exchange Bldg.; Kronacher, J., Victoria Bldg.; Lewis, O. J., Merc. Co., 1009-11 Washington; Lieberman, G., & Sons, 1325 Washington; Lion Collars and Shirts, Inc., 923 Washington; Lippman, Jos. M., 1401 Washington; Lipshitz, M., Co., 614-616 N. 11th; Marglous Mfg. Co., 22nd and Pine; Mid-Western Jobbing Co., 710 N. 11th; New Era Shirt Co., The, 901-907 Lucas; Phillips-Jones Co., Inc., 610 Victoria Bldg.; Rauh & Mack Shirt Co., 501 Silk Exchange Bldg.; Red Diamond Clothing Co., 8th and Lucas; Rice-Stix D. G. Co., 10th and Washington; Rosenfeld, E., & Co., Victoria Bldg.; Singer, Louis, Merc. Co., 810 Lucas; Todd, Lewis & Co., 1727 Washington; Travers, J. A., 610 Victoria Bldg.; Tuf-Nut Overalls, 416 N. 12th; United States Rubber Co., 1601-1607 Washington; Van Zandt's, Inc., 808 Washington; Warden Mfg. Co., 615 N. 8th; West-Nelson Mfg. Co., 416 N. 12th; Whiser, S. & Co., 1128 Washington; Wilson Bros., 524 Arcade Bldg.

Another section of the men's wear market that has expanded greatly also is the men's neckwear market, which in 1924 did a volume of business estimated at more than \$4,000,000. The men's neckwear firms of St. Louis are:

Baris, J., & Son, 1504 Washington; Baum Bros. & Mayer Neckwear Co., 414 N. 12th, 2nd floor; Butler Brothers, 18th and Olive; Byrne & Heiner Commission Co., 700 N. 16th; Carleton D. G. Co., Washington and 12th; Cohen, H., Merc. Co., 710 N. 11th; Ebert & Freed, 905-907 Washington; Ehrlich & Co., 702 N. 11th; Ely & Walker D. G. Co., 1520 Washington; Ferguson-McKinney Mfg. Co., 12th and Washington; Frank & Meyer Neckwear Co., 1130 Washington; Hettel, C. R., Jewelry Co., 907-909 Washington; Hirsch & Co., 8th floor, Silk Exchange Bldg.; Hurst-Zucker Neckwear Co., 1322 Washington; Korngold Neckwear Mfg. Co., Room 506 Columbia Theater Bldg.; Kurz-Laage Co., 345 Frisco Bldg.; Meyer, Mueller, Goodman Co., 1327 Washington; Rice-Stix D. G. Co., 10th and Washington; Schoenfeld, Lou, & Co., 1122 Washington; Steyermark Merc. Co., 803 Washington; Webb & Smiley Neckwear Co., 1627 Washington; Whiser, S., & Co., 1128 Washington; Wilson Bros., 524 Arcade Bldg.

The leading men's clothing firms of St. Louis are:

Baris, J., & Son, 1504 Washington; Bettmann-Kleinhauser Clothing Co., 1204 Washington; Carleton Clothing Co., 1123 Washington; Curlee Clothing Co., 1001-1007 Washington; Epstein, Inc., H. & L., 1427-29 Lucas; Faller's, Isaac, Sons Co., The, 1416 Washington; Giant-Vulcan Overall Co., 923 Washington; Knickerbocker Clothing Co., 1310 Washington; Korrekt Klothes, Inc., 1633-39 Washington; Larned-Carter & Co., 19th and Pine; Lieberman, G., & Sons, 1325 Washington; Lippman, Jos. M., 1401 Washington; Lipshitz, M., Co., 614-616 N. 11th; Marx & Haas Clothing Co., 13th and Washington; Missouri Jobbing House, 814 Lucas; Nelson Pants Co., 923 Washington; Pollock Clothing Co., 905 Washington; Schwartz & Schwartz, 1321 Washington; Singer, Louis, Merc. Co., 810 Lucas; Strauss Clothing Co., 1224 Washington; Todd, Lewis & Co., 1727 Washington.

(Continued on Page 37)

Women's Ready-to-wear Market Here Giving Other Centers Keen Competition

Skirt and Dress Manufacturers Doing Great Volume of Business, Making of This City Leading Production Center of Nation in This Line

FROM what was regarded as an annual business volume of practically nothing by local jobbers who have been in touch with the women's wear market of St. Louis during the past forty years, to an annual volume amounting to approximately \$30,000,000, is the history of the growth of the local market here.

There was very little industry in the market forty years ago. The market was not organized as it is today. Formerly the buyers could purchase their merchandise six months in advance as the styles seldom varied extremely. Today they must buy every three weeks.

The market is on a firm footing and the class of merchandise is regarded as better than that of New York. In the early market there was no precedent to go by and not one local manufacturer. The market was struggling in its infancy. The advent of the manufacturer and the almost constant changing styles has made the industry today.

Forty years ago there were not more than ten wholesale women's wear concerns in the city while today there are approximately one hundred and twenty-five.

In former days production was very limited and consisted almost entirely of coats. As the industry began to expand and women began to feel more secure in ready made clothes a type of merchandise was offered for which there was a greater demand and its scope began to develop.

The market has been broadened through the cooperation of wholesalers and exploitation so that buyers come here instead of going to other markets. One of the most recent factors in developing the local market is the annual style show which has been one of this market's big assets.

The natural location of the market and the fact that manufacturers were now specializing instead of carrying a general line as they formerly did assisted the growth of the local market. The business formerly was in the hands of a few people, with trade dependency being placed in the South and neighboring states. The number of manufacturers has increased and now local lines of merchandise are nationally known. There is more style, workmanship and fit in the garments made today. The changing styles have brought about a variety of materials. The local market has become known as one of the best skirt manufacturing centers in the country.

Popular priced merchandise, combined with better made garments and an aggressive market are also factors which caused the growth of the market. In early years there was no competition here. Agencies of New York firms were established here and lines were brought in that were formerly unheard of. There were many ill fitting garments made but

since styles have changed to straight lines the garments of the manufacturers will fit anyone.

A growth in the annual volume business to \$50,000,000 within the next few years is predicted by many of the women's ready-to-wear dealers.

A comparatively few years ago, several St. Louisans closely affiliated with the garment manufacturing industry here saw the great possibilities of development of this market as a garment manufacturing center. They observed that with quickly changing styles and a greater demand for speedy shipments which naturally resulted, St. Louis by its ideal, central location, and with its highly developed package car service, stood the best chance of any other great market of capitalizing on the changed condition.

A number of things were done to call attention to St. Louis as a garment manufacturing center and finally the idea of the great Fashion Pageant, staged each fall in the Municipal Theater in Forest Park, was hit upon. The first year, the pageant was staged more or less as an experiment. Its success was instantaneous. Newspapermen from other cities, special writers from fashion magazines and others were attracted to St. Louis and the fame of this city as a women's style center was heralded broadcast.

Since, the fame of the St. Louis Fashion Pageant has spread

more and more and each fall, during the several nights the elaborate production is staged, hundreds of merchants from every section of the United States attend.

The commanding position St. Louis is assuming in this field is constantly receiving the attention of Eastern trade papers and magazines. Their correspondents frequently are sending in articles concerning the rapid growth of this market as a women's style center. Only recently the correspondent of one Eastern trade paper made a detailed investigation of the women's skirt and dress manufacturing industry and wrote an article to the effect that this phase of the industry here is being developed so rapidly that this city may soon boast of being the leading market of the nation in this particular line.

Another factor which has enabled St. Louis women's ready-to-wear manufacturers to compete on a more equitable basis with Eastern markets, is that the wage level of this city and the Eastern markets is now approximately the same. Heretofore the St. Louis manufacturers have had to pay a considerably higher scale and it was more difficult to compete with the Eastern manufacturers just from the viewpoint of prices.

Despite this handicap however, local manufacturers priced themselves upon the quality of the garments they turned out and it was conceded that garments made here were better

The Garment Market's Growth

ST. LOUIS has great cause to be proud of the rapid development of its women's ready-to-wear market. Some of the most discerning merchandisers of the nation's largest retail stores are more and more turning their attention to this market and the aggregate volume of business done in this line is growing by leaps and bounds.

In addition to the high quality of garments turned out here, is the highly efficient service which distinguishes the St. Louis market. Out of this city every day, 1200 package cars loaded with merchandise, go to all parts of the nation, giving what amounts to express service at freight rates.

These and the many other attributes of this market are keeping St. Louis as a garment - manufacturing center, constantly moving forward.

St. Louis Shoe Market, From Small Beginning, Achieves World Leadership

Excerpts from Detailed History of Industry, Compiled by Drygoodsman and Southwest Merchant—Economist, Shows Vast Growth of Industry

FROM scratch to nearly \$200,000,000 in shoe sales is the record of St. Louis in the period of a little less than fifty years, beginning in 1873—a rapidity of growth that is probably not equaled by any other city in America in any industry.

How this immense figure was reached, the struggles incident to the growth of the market, are parts of the story that have great romantic and commercial interest, but since the characteristic of the market is to look ever forward, it must be considered from that point of view.

Back of every great accomplishment, however, is usually found a predominating idea, a definite policy or plan that has perhaps been chiefly responsible for the accomplishment of the ideal. This is of interest, so we shall take one glance backward before analyzing the present status and facilities of St. Louis as a shoe market.

Although shoe manufacturing had been attempted in St. Louis before 1873, none had been able to succeed at it until that year, when John Meier started his first factory. Immediately following, then, Bryan Brown & Co. was established, in which firm George Warren Brown, A. L. Bryan and J. B. Desnoyers were partners. These men imported five workmen from Rochester as instructors and began to make shoes in commercial quantities.

Growth of shoes manufacturing was rather slow from then until 1890, when the business seemed to take on renewed energy and to go forward rapidly. In that year the money value of shoes made in St. Louis was about \$4,250,000. Three years later it was \$10,000,000, and in 1906 the shipments had reached the immense figure of \$26,000,000.

From that year until now, or within about the last twenty years, shipments swelled with increasing rapidity until it is confidently expected this year that shipments will exceed the \$200,000,000 mark.

Based on their experience in selling for Eastern houses, the founders of the shoe manufacturing industry in St. Louis had established certain principles in making shoes which they believe were more sound, more fair and more practical than were those in general use.

In short, these men early decided that the merchants who bought shoes in St. Louis were entitled to and would get better service, in all sense of the word, than they had heretofore been receiving. Since the beginning, St. Louis manufacturers have held to that point and have, as the years go by, been giving merchants more and more service of many various kinds.

The first of these new ideas was quality. The shoe business has been built in St. Louis on the principle of giving the best shoes possible for the price, rather than the cheapest acceptable. In the early days the Middle West was largely an agricultural section. Men lived out of doors much of the time, and men and women worked under circumstances that required of their shoes a strong, sound construction that would stand hard wear. St. Louis manufacturers gave the people of the Middle West this kind of a shoe, and their business prospered.

Many of the men associated with manufacturing shoes in St. Louis had gained their first experience with shoes in a retail store. They knew what would sell and what would not, what the retailer wanted and why, and they carried that experience with them into the manufacturing phase of the business. It is this touch with merchants, sympathy with their problems, and endeavor to give to the merchants what the trade demanded, as exemplified in that quality idea just mentioned, and maintained throughout the years of growth, that has from the first

made the shoe business in St. Louis remarkable for its rapid and steady growth.

At present, every phase and operation in any way connected with shoe making has been so honeycombed and gone over in an effort to cut out, eliminate or effect a saving, that the shoe business here probably represents, in its best form, a more efficient and less wasteful industry than perhaps any other in the world.

Some of the largest houses own and operate their own tanneries. Others control the entire output of one or more large independent plants, and contract in advance for their entire annual production. The tanneries of the International Shoe Co. produce 15,000 sides a day, which figure is about fourth in size compared with any other independent tanneries in the United States.

Even in buying outright, St. Louis shoe concerns have a decided advantage, arising from their immense needs. Whereas a small manufacturer, making a few lines or only one line of shoes, must pay a premium for the privilege of purchasing just the quality of leather he needs, out of a run of hides, the large manufacturer can take the entire lot at a bulk price and select them himself, for his different needs, according to quality.

As in leather, so it is in findings, such as linings. One concern in St. Louis is so large that it buys cloth for lining direct from mills, having it finished as desired.

In cutting the stock, additional savings are effected. All of the shoe houses in St. Louis maintain central cutting plants, where the soles for many of their factories are cut. Being general line houses, they need soles of many qualities, sizes and weights to keep their various plants operating. These are all cut in the one plant, dies of the various soles needed are kept there and the leather which is most suitable for each particular need is used. Large soles are cut first, then smaller ones, using the scraps from the first, and finally the little soles for infants' "first steps" shoes. When the cutter finishes with a side, there is very little of any value left in it, but the small scraps thus remaining are sold to be made into fertilizer.

It has not been found practicable to cut upper leathers in the same manner, and these are still made in the individual plants, to a large extent. But even here the scraps remaining are shipped to a central plant, where backstays, tongues and small trimming parts are cut out of the scraps remaining. Some pieces, too small to be of any use alone, are cemented together and used for making trimmings for cheaper shoes. And the final scraps, as in the case of soles, are sold to be made into fertilizer.

About two years ago one of the leather finishing plants of the International Shoe Co. was getting an accumulation of split leathers which were left after the grain side of the hide had been removed. This left-over leather was worth about \$5 or \$6 a ton as fertilizer material. It was decided to make work gloves of the split leather, brand them with the factory name, and sell them to merchants at less than unbranded gloves of a similar or lower quality sell for. Today four million pairs of gloves are sold annually at a price of about \$60 to \$70 a ton for the leather, as contrasted with \$5 or \$6 for it as scrap. In addition, the company gets the advertising from having its name on every glove made.

Shoe styles change, especially in women's shoes, and even the best buyer cannot come out of such a change without small, obsolete stocks of leather on hand. Leathers thus left as out

(Continued on Page 39)

St. Louis Millinery Firms Assume Leadership Of Nation in that Industry

Organization Formed to Foster Growth of Market—Number of Firms Here Has Grown from Five to Forty in Only Few Years

IN order to emphasize the leadership which this city recently has assumed in the millinery trade, nearly forty firms engaged in the jobbing and manufacture of millinery lines, have organized into a body known as the Associated Millinery Industries of St. Louis.

The organization plans not only to make 1925 a banner year but will advertise in various publications, telling the benefits to be had by buying in the St. Louis field. A fund of \$12,000 to \$15,000 is to be set aside for this purpose.

The millinery business in this city has grown remarkably in the last five years. More than forty companies here are engaged in the hat trade and such allied lines as linings, feathers, flowers and frames. The fact that buyers of merchandise here save freight over purchases bought in the East has done much to increase trade in the St. Louis market. The market is easily accessible and deliveries are prompt. With hat styles changing rapidly, the delivery question assumes great importance, as delayed shipments may cost a merchant many good sales.

Going back ten years ago, St. Louis had just two millinery wholesale houses. Today this city has one firm that is rated as the largest establishment of its kind in the world and many more that are turning out great quantities of goods. The St. Louis trade territory now covers the whole United States and orders come from distant points as well as near.

The St. Louis millinery trade in 1924 was estimated at \$25,000,000 and wholesalers and jobbers believe 1925 will greatly exceed this. Some firms are producing 400 to 500 dozen hats a day at present, but manufacturers say they cannot produce enough to supply the demand. In addition to the accessibility of the St. Louis market, with a consequent lowering of freight rates, manufacturers say their prestige here has been built upon two other things—quality and service. These the new organization will strive to keep uppermost in its battle to maintain the leadership that has been attained.

The country knows St. Louis as a tremendous market for clothing, shoes and related merchandise. But buyers are beginning to admit that as a distributing center for millinery St. Louis also has claims to leadership. More, it is an acknowledged fact that the millinery houses in St. Louis are showing the most attractive, the most stylish merchandise in their history.

St. Louis is really one of the largest, if not the largest, millinery distributing markets in this country. There are several general jobbing houses here who carry the largest and most comprehensive open stocks of any wholesale center in the United States. Buyers coming to this city can find

in these houses anything they may require in the way of millinery materials for milliners and designers who make up their own stocks.

The aggressive policy of St. Louis millinery houses is shown in their development of the popular-priced trimmed hat business. The merchants' need for this class of merchandise has been recognized and met by the millinery men in St. Louis; and as a result, this market is visited frequently by the largest buyers when they need merchandise in a hurry.

Volume production with St. Louis millinery manufacturers does not mean sacrifice of quality. Buyers will find here the better and finer class of hats, honestly made and honestly priced.

It may be interesting to know something of the manner and the system one house employed in educating and developing new millinery workers. During the war, when many of the older employees took up war work, this firm organized a training school in its factory for apprentices. These new girls were placed under efficient foreladies and instructed in the work from the very beginning. As the new girls progressed, they were placed in better positions and their pay increased in proportion. It has always been the policy to pay apprentices for their work, no matter how little experience they had.

St. Louis is rapidly becoming also the trimmed hat center of

the United States. Certainly it is rivaled only by New York and Chicago, and in this great trade territory even those two markets are at a heavy discount compared to St. Louis.

The reasons for this are not hard to find. In the first place, St. Louis always has been a great millinery market. Her merchants have been solid, reliable men and the interests of the trade have always been of first consideration. St. Louis knows this territory's requirements, its ways of doing business, its viewpoint, and it always works with its customers in a friendly, co-operative way.

Naturally, when the millinery business changed, as it did so decidedly the last two years, and trimmed hats came into demand as never before, St. Louis was alert to the call and now has a large number of manufacturers who supply trimmed hats in a richness of variety and at a scale of values that challenges any competition.

Some St. Louis trimmed hat firms are attracting trade from all parts of the United States and Canada, and are reporting a nice export business. In one week one St. Louis firm made shipments to Shanghai and Hong Kong, China, and Jamaica, West Indies, as well as the far Northwest of Canada.

One Washington avenue house has specialized for several years in a service department which helps its customers solve any problems that come up. This department is typical of the helpful spirit all of the St. Louis houses show.

Expansion of Millinery Market

THE importance of St. Louis as a millinery center, which has grown remarkably during the past few years, is one of the outstanding features of the St. Louis market. Not only are St. Louis firms shipping millinery to every state in the union, but they are branching out in the export trade. As is pointed out in the accompanying article, one firm alone is shipping hats to China, the West Indies and other foreign countries.

The organization of St. Louis firms in the millinery line is certain to accelerate the further growth of this phase of St. Louis' industry and merchants who buy from these firms may look forward to a continuation of the high-grade service they have always received.

Steady and Healthy Progress Applying to All Lines Is Indicated

Archer Wall Douglas Says that Never, Since World War, Have Conditions Been as Propitious As Now, for Spring Business—

By Archer Wall Douglas

THERE has been a larger volume of business since the middle of January, for there were many empty shelves to fill up, and many broken assortments to be completed. It was a purely natural buying for nearby wants, and had no greater significance than that. Manufacturers in metals felt this buying more strongly than most other lines, because there was the inducement of getting in at old figures before the advance occurred. When it actually came to pass there was dearth of orders at the new figures. So there has been a little softening in prices of copper, zinc, lead and some forms of iron. For every buyer knows full well there is no immediate danger of shortage of goods in any staple line, and that pronounced advances would put a damper on demand. It is a little tough on the prophets of immediate prosperity, but otherwise a very healthy situation, and one that is the most liable to maintain stability of business during the spring. The Stock Market, however, is like Gallio in the New Testament, and cares for none of these things. It is still running wild, and seems hell bent on going higher. It has already forecast a state of business later on which at present seems both impossible and inadvisable, and all that can be said is that sooner or later all these absolutely accurate barometers of conditions go awry, and destroy the faith and reputation of their followers.

Meanwhile there is some growth in employment, and most lines in industrial life are increasing their output. Prices of manufactured fabrics respond quickly to demand, or the lack of it, which indicates a much more listening ear to the ground among manufacturers than characterized the spring of 1923. Prices of grain, on the other hand, are still climbing, those of corn and wheat having about doubled in the last fifteen months. In corn it is due to a pronounced shortage of merchantable grain, and in wheat to a most unusual export demand, though there be an army of speculators who would fain believe that at present they are filling a most particular niche in the general scheme of things. It is fortunate for the farmer that he has not sold all of his wheat, though he was strongly urged to do so by that clan of city bred who like to give him advice. It sometimes happens, however, that hunches are better than elaborate analyses. Just how good the farmer feels in some of the states can be gathered from the facts that Oklahoma is telling the world.

Some Commonwealths advertise their past and their traditions, as their principal stock in trade. Some their future, and their hopes and aspirations. But Oklahoma is strong on her present and what she possesses, and the money she has to spend, for she has broken into high society in the agricultural world. She has already ginned twice as much cotton as last

year and is second only to Texas in production. She is third in winter wheat output, being ranked only by Kansas and Nebraska. She has some of the greatest deposits in the world of zinc and lead in the Miami district, and they are both advancing in price and increasing in output. Being the youngest state in the Union, she is glorying in the accomplishments of youth, and she has that state pride which is popularly and mistakenly supposed to be the result only of many centuries of history, and long aeons of tradition.

Equally fortunate and cheerful are the farmers of Kansas, a state that has known every vicissitude that falls to the lot of commonwealths, but has never yet taken the count. She has twice as much wheat and corn, in value, as in 1923, and all manner of wealth in all forms of agricultural commodities. Of late years she has added coal, oil, lead, zinc to her other sources of wealth, and they all have better

days ahead. In the wide circumference of the 49th state are likewise included the southern commonwealths of Arkansas and Mississippi who have each already ginned nearly twice as much cotton as last year, and at prices which will net the planters of each more than thirteen hundred million dollars. Very wisely both of these states are learning that it is not good judgment to put all their pile in one stack of chips on one commodity, cotton. So diversification of crops goes on slowly, with setbacks when cotton is high priced, as during the past two years, but still making headway such as can be easily distinguished when viewed by decades, rather than by individual years.

Such is the story of some of our neighbors in the immediate field of our endeavor, and which tell of their possibilities in the line of production and consumption all of which will become more evident as spring comes on. For there is a homely saying that business always gets better in the spring, and there has not been a time since the war when this seemed so likely and so promising along the lines of steady and healthy progress.

Salient Features of Outlook

WITH unemployment lessened, industrial production increasing and the agricultural situation improving in some sections, the outlook for business is bright, Mr. Douglas points out. The only possibility of a damper placed on the present growing demand that may now be foreseen, is the possibility that prices may be advanced. Mr. Douglas stresses that conditions in the 49th State, the wealthy territory immediately surrounding St. Louis, are strikingly bright, with cotton in Mississippi and Arkansas occupying the foremost places.

Third Chamber of Commerce Good Will Tour to Caribbean District This Month

Delegation of Eighty Members of Chamber of Commerce and their Friends Will Depart February 18 on Tour to Last Three Weeks

WHEN eighty Good Will tourists of the Chamber of Commerce returned from a visit to Caribbean Sea points last March, they were so enthused over the great success of the journey and the delightful time they had, that plans for another such trip were made by them and their friends for this year. Almost immediately tentative reservations beyond an available ship's capacity were offered, whereupon the United Fruit S. S. Cartago was engaged, with the result that since about the middle of December there has been a large waiting list.

The party will leave St. Louis on a special train over the Illinois Central the afternoon of February 18, reaching New Orleans the following morning. After spending the day and night at New Orleans, they will sail at 10 a. m., February 20, on the United Fruit Company's "Great White Fleet", S. S. Cartago.

The Cartago will be occupied exclusively by St. Louisans, members of this party, and will visit Cuba, Jamaica, Panama and Costa Rica. This itinerary is especially arranged for the St. Louis Chamber of Commerce, inasmuch as ships sailing from New Orleans do not ordinarily make either Jamaica or Costa Rica.

The stay at Havana will be from arrival Sunday morning until 7:30 p. m. Tuesday, thus giving three days and two nights at the Cuban capital. A program covering practically all of this time has been arranged in advance and will include visits by automobile to all principal points of interest in Havana and suburbs.

Under a special invitation from President Zayas, extended to the St. Louis Chamber of Commerce through the courtesy of the United States Ambassador, General Enoch H. Crowder, the party will be received at the presidential palace on Monday morning. Following this reception they will go by automobile to the Cuba-America Jockey Club for a special luncheon to be followed by an afternoon at the races.

This has been designated as "St. Louis Day" at the Oriental Park tracks, no races originally had been planned for that date, but when it was learned that the St. Louis party would be there on that day, and that other arrangements made it impracticable for them to attend on Tuesday, a special program was put into effect for the entertainment of the St. Louis visitors.

Tuesday, February 24, is a national holiday in Cuba and it is expected the visitors will greatly enjoy the colorful celebration of this event. They will assemble at the Sevilla-Biltmore Hotel for luncheon at noon, and the balance of the afternoon will be spent according to their individual inclination.

From Havana the steamer will go to Port Antonio on the north coast of Jamaica, and a stay of one day will be made at the Hotel Titchfield, notable for its beautiful location. From the Hotel Titchfield the party will proceed by motor along the

coast and over the beautiful mountains of Jamaica to Kingston, the capital, where luncheon will be had at the Hotel Myrtle Bank. The Cartago, in the meantime, will have come around from Port Antonio and will be boarded at Kingston for the two-day voyage to the Panama.

Arrival at Cristobal, the Atlantic entrance to the Canal, will be followed immediately by departure by a special train to Gatun, where an inspection will be made of the interesting

engineering features of the Gatun locks, after which the train will proceed to Gamboa, Canal Zone, where a launch will be taken across a portion of Gatun Lake and through Culebra Cut on the Panama Canal to the Pedro Miguel locks; thence by train again to Panama City on the Pacific side. After a luncheon at the Hotel Tivoli, operated by the United States Government, a sight-seeing program to include Panama City, Balboa Heights, Old Panama and other interesting sections on the Pacific side will follow. Return to the ship at Cristobal will be made that night by special train and the following morning will be spent at Cristobal and Colon on the Atlantic side.

A special call of the steamer is to be made at Port Limon, Costa Rica, from which point those who so desire may make an interior mountain rail trip to San Jose, the capital, where they will remain over night, returning to the ship at Port Limon the following day. The scenery on this

100-mile trip, from sea-level to a height of 6000 feet, is gorgeous and fascinating.

During the stay at San Jose a reception is to be tendered the party by Mr. Roy T. Davis, United States Minister to Costa Rica. Both Mr. Davis and General Crowder, our Ambassador to Cuba, are distinguished citizens of Missouri.

From Port Limon the steamer will proceed direct to New Orleans, a five-day trip. The party is scheduled to arrive at St. Louis the morning of March 11.

The first Good Will Tour sponsored by the Chamber to Latin-America was in February, 1922. Since then many letters from merchants and officials of the nations then visited have been received by those who made the trip, and, following the trip last year, there were again many favorable comments from those with whom the tourists had come in contact.

These trips have done much to cement friendly relations between the St. Louis market and the business firms of the nations south of us. Although no attempt is made during the trips to actually transact business of any kind, yet the friendly feeling and interest shown by such large groups of our citizens visiting the countries in a body, creates unfailingly a favorable impression.

That the trips have been highly successful is attested by the number of persons who are going again this year, after having been on each of the two previous trips.

Good Will Tours of Great Benefit

THE third Good Will Tour of the Chamber to Caribbean Sea points will prove of great benefit in further cementing the ties of friendship which followed the previous visits of St. Louisans to the people of that district.

The business men and officials of the nations previously visited on the tours, most of which will be revisited on the present trip, have recalled, in numbers of letters to the tourists and others, the pleasure their various communities felt at having had the St. Louisans as guests.

President Clarkson again will head the delegation and a number of appointments for visits with officials of the various nations has been scheduled for the trip.

Junior Chamber Issues Annual Statement of Achievements

A STATEMENT has just been issued by the Junior Chamber of Commerce covering the civic activities of the organization during 1924.

The Weed Committee functioned as a complaint bureau handling complaints from the public on the excessive growth of weeds on vacant lots. Over 450 violations were handled by this committee. It was found when following up these reports that 75 per cent of them were acted on by the city authorities. The balance of the lots reported had to go uncut because the owners could not be located and the city authorities did not have sufficient appropriation to handle conditions of this kind.

During Fire Prevention Week last November the Civic Speakers' Bureau of the Junior Chamber was called upon to handle the entire responsibility of spreading propaganda on fire prevention. This was done by sending speakers before civic and commercial organizations, and the high schools in St. Louis. It is estimated that approximately 17,000 to 20,000 people were addressed during this week by the members of this bureau.

The Junior Chamber of Commerce aided in smoke prevention. The Speakers' Bureau was again called into action and are today at the call of the public, instructing groups on the proper firing of furnaces so as to prevent excessive smoke.

Some of the other civic activities in which the organization played a prominent part are "Get Out the Vote Campaign" during which approximately 12,000 to 15,000 people were addressed; the Defense Day Program in September; the support of Proposition 5, dealing with Good Roads, and Proposition 7 dealing with annexation, which propositions were voted on in the recent election and carried; the Safe Highway Club Campaign, the raising of funds to preserve the Grant-Dent Memorial on 4th Street at Cerre and the investigation of conditions at the Tourists Camp in Forest Park, street signs, and many others.

A debate between Judge J. W. Calhoun and Jno. H. Gundlach on the location of the court house was conducted under the auspices of the Junior Chamber.

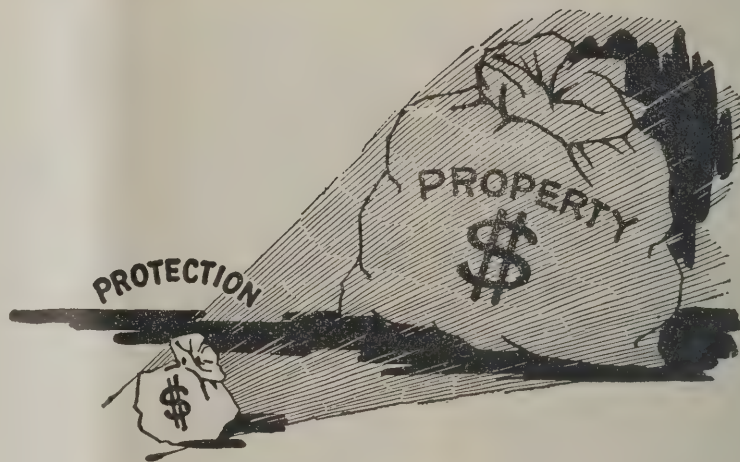
During the year the organization held Booster Tours to the Missouri State Capitol and the Illinois State Capitol, Industrial Tours through

Cahokia Plant of the Union Electric, Pevely Dairy, U. S. Post Office and the Laclede Gas Company's By-Product Plant and others. Twenty-seven men entered the race for directors. In the platforms of each the civic side of the Junior Chamber was stressed very forcibly. This condition was brought about primarily by the activities during 1924 under Andrew G. Mungenast, president during that year. The administration points to approximately thirty major civic projects actively participated in by the organization.

Fidelity Supply Company Takes Larger Quarters

A long term lease has been closed by the Martin and Breitt Realty Company with the Fidelity Supply Company on the four-story and basement building at 1402 Chestnut street. This company has been located for a number of years at 1724 Olive street, but owing to the widening of Olive street, and the increase in their business, they have taken over this building as it gives the firm three times the floor space of the former location.

The company specializes in the manufacture of electrical and mechanical goods and will use the building for warehouse, office and manufacturing purposes.



The Proportion is Mighty Small

In proportion to the value of the property it protects, the cost of proper insurance is a very small item. Yet, when they come, it pays for big losses. Many such losses are nipped in the bud by our Loss Prevention Engineering Service. Call Main 5550 and find out what this means to you.

Lawton-Byrne-Bruner

Insurance
Underwriters



Insurance
Engineers

Pierce Building

Insurance against practically every loss that can happen to persons or property

Work on New Western Union Building to Begin Soon

Work of wrecking the structures on the southwest corner of Ninth and Chestnut streets, the site of the new Western Union Telegraph Co. Building, will begin within a few weeks and foundations for the proposed structure will be laid early this summer.

F. J. Carew, representative of the Dwight P. Robinson Construction Co., New York City, general contractors of the project, is at Hotel Jefferson receiving bids for the wrecking work. The site has a frontage of 127 feet on Chestnut and 119 feet on Ninth street. While the plans have not been revealed, it was learned foundation specifications call for a 17-story structure. It was previously announced that the building will cost \$500,000 to erect.

The installation of conduits at the site was begun last September. The building is to be connected by tubes with 15 branch offices distributed throughout the city, including the company's present quarters, at 514 Olive street, which is to be retained as a branch.

BE SURE TO SEE "THE FASHIONS OF THE HOUR"



BEAUTIFUL TRIMMED HATS AT AMAZINGLY LOW PRICES!

A visit to the St. Louis Market would not be complete without seeing the ZIEGLER line at 905 Washington Avenue. You will be delighted at the ensemble of beautiful trimmed hats, arranged in our show rooms for your inspection. For beauty of design, variety of styles and reasonableness of price, they lead the market, and will prove real Trade winners for you.

THOUSANDS OF BEAUTIFUL HATS ARE IN STOCK READY FOR IMMEDIATE DELIVERY
IF YOU CAN NOT COME TO MARKET—WE'LL BRING THE MARKET TO YOU

Nancee
SMART HATS

Hundreds of successful Millinery Stores and Departments are making big money by using our

NANCEE SERVICE

We send them weekly shipments of from 3 to 12 beautiful hats to retail at \$5.00—\$7.50, and give exclusive agency to one account in each town. Please come in and let us explain the service or write us for a descriptive folder.

Hats not
 satisfactory
 may be
 returned
 at once
 on receipt
 at

our expense

DISCOUNTS

7%—10 days
 6%—30 days



BEAUTIFUL HARAL HATS

To Retail at \$10.00—\$15.00

Our wonderful line of hand-made HARAL HATS is attracting favorable attention throughout the country. The style, material and workmanship is thoroughly top grade and the line will compare favorably with hats at double the price. It will pay you to get this exclusive agency for your town.

WHEN IN A HURRY FOR HATS, JUST WIRE AT OUR EXPENSE. WE'LL SEE THAT YOU GET REAL SELLING NUMBERS AND THE BEST VALUES THE MARKET AFFORDS

YOURS FOR SERVICE,

ZIEGLER MANUFACTURING COMPANY

905 Washington Avenue

ST. LOUIS

OPPOSITE CORNER TO THE
 STATLER HOTEL

Alvin E. Dodd of U. S. Chamber Speaks Here

THE present confusion in merchandising and what will come out of it was discussed here by Alvin E. Dodd, manager of the Domestic Distribution Department of the Chamber of Commerce of the United States, in an address before the Missouri Retail Hardware Association.

Mr. Dodd declared that "one of the most spectacular changes in distribution at the present time is found in the drug trade where a store once devoted to the sale of drugs and patent medicines has now become almost a department store. In this respect it is followed closely by cigar stores in large cities where in one chain it is possible to buy not only merchandise associated with the use of tobacco but such unrelated articles as safety razors, fountain pens, talcum powder and cold lunches. Here then is displayed the tendency so pronounced in present-day distribution methods of having the merchandise seek the man instead of the practice in the recent past in which the man sought the merchandise.

"Another change is found in the pronounced willingness of many manufacturers to deal directly with the retailer whereas the practice for many years had been to rely almost entirely upon the wholesaler for the distribution of his product.

"This change began with the large purchases of department stores and has been confirmed through the immense purchases by central organizations of chain stores. It defines a tendency which was inevitable as soon as the volume of purchases by some individual retail owners or organizations began to exceed the purchases or the dealings of even large wholesalers. Credit naturally assumes great importance in this tendency and perhaps even the greatest importance; and the problem of a manufacturer is simplified if his distribution can be accomplished through comparatively few transactions instead of a large number. Every retailer knows the advantage of increasing the amount of new sales per individual employe and the manufacturer is merely applying the same rule when he displays a willingness to deal directly with great retail organizations.

"Another direct cause of the inconsistencies in marketing methods is found in the value which is attached to private brands. Originally their use was confined almost exclusively to the manufacturers of the commodities. Gradually, under the pressure of competition, the manufacturers offered to attach distinctive labels to the goods shipped to each of their wholesale customers, identifying the goods with the wholesale house although they were all a part of the same product and of precisely the same goods. But the effect of this practice seems to have been felt seriously by many of the manufacturers and there is an effort now to reestablish the manufacturer's brands to the exclusion of the wholesalers' brands. This has led some manufacturers to pass the wholesaler without stopping and establish direct relations with retail customers. To what extent this movement has taken place cannot even be estimated but it is very evident and accounts for many otherwise inexplicable conditions.

"Much complaint is heard from local chambers of commerce and from rural merchants who suffer or believe that they suffer from the competition of house-to-house canvassing; and although it is true that there is some irresponsibility displayed by these wandering gentry, it is true also that the method is legitimate and that it will not continue to exist after the people who buy cease to regard it as a convenience.

"Mail order distribution is a type somewhat resembling house-to-house canvassing in that it falls within the category of projected

selling. Although its growth has been truly immense, its rate of increase is not of sufficient force to indicate a definite tendency and its limitations are much greater than usually are understood."

In conclusion, Mr. Dodd said that the apparent confusion is actually a gradual and harmonious readjustment of conditions which are so entirely natural that it is necessary only to examine the problem impersonally and dispassionately in order to comprehend its most important elements.

Hotel Jefferson Addition to be Erected Soon

THE issuance of \$3,000,000 in bonds was voted at a meeting of stockholders of the Jefferson Hotel Company, of which Lyman T. Hay is president, \$1,400,000 of which is to be used in the construction of an addition which will practically double the number of rooms in the hotel.

The remainder of the bonds, \$1,600,000, are refunding bonds and will be issued immediately. The bonds for the new construction will not be issued until work upon the addition has begun.

Construction of the new addition to the hotel will begin in approximately six months, a six months' clause in the lease now held on the ground to the west of the hotel making it impossible to begin before that time.



**SPRING
1925**

OLIAN'S DRESSES

*Heralding the New Spring Modes
Frocks—Ensembles—Costumes
and Street Dresses.*

Your choice from among our 500 exclusive models is backed by that feeling of certainty which only a house of our leadership and ability can provide in meeting your every dress requirement, for

\$10.75 to \$45.00

*American Retailers Association,
Welcome to our house.*

OLIAN DRESS COMPANY
1105 Washington Avenue
ST. LOUIS, MO.

MEMBER CHAMBER OF COMMERCE AND A. R. ASS'N.



Quality Shows In Topsy Hose

Nationally Known
And
Nationally Worn

OUR OWN MANUFACTURED BRANDS

Big Buck
Overalls, Work Shirts,
Work Pants, Norfolk Suits
and Hiking Breeches
Noxall Overalls
Standard Work Shirts
Red Ball
Work Shirts and Overalls
Stonewall Work Pants
E. & W. Dress Shirts
E. & W. Collar Attached Shirts
Buster Boy Blouse Waists
Protex Flannel Shirts
Protex Sweaters

Protex Bathing Suits
Old Sold Knitted Sport Coats
Knight Klad Nightwear
E. & W. Neckwear
E. & W. Mufflers
E. & W. Belts and Suspenders
Surety Garters
Standby Canvas Work Gloves
E. & W. Leather Palm Gloves
E. & W. Paper Boxes
Stanknox
Trunks, Bags and
Suit Cases
Sunbeam

Wash Dresses,
Apron Frocks,
Bloomers and Kimonos
Sterling
Muslin Underwear,
Flannelette Nightwear
Punch & Judy Rompers
Little Lord Fauntleroy
Wash Suits
E. & W. Embroideries
Lily White Handkerchiefs
Topsy Hosiery
Cinderella Silk Hose

ELY & WALKER—ST. LOUIS

WHOLESALE AND MANUFACTURERS

**C. Z. Lynch Vice-Chairman
Membership Committee**



C. Z. Lynch

ALTHOUGH a member of the Membership Committee of the Chamber for only one year, C. Z. Lynch was recently appointed vice-chairman of the committee by President Clarkson because of the meritorious work Mr. Lynch has done since he has been on the Committee.

W. S. Cummings, of the Comfort Printing Company, is chairman.

Mr. Lynch is affiliated with the Phoenix Mutual Life Insurance Company.

**Third General Meeting, U. S.
Chamber at Brussels, Belgium**

The third general meeting of the United States Chamber of Commerce will be held in Brussels, Belgium, June 21-28.

The St. Louis Chamber is entitled to send ten delegates and members of this Chamber who expect to be in that vicinity at that time may secure credentials to represent this organization as a delegate at the meeting upon application to P. V. Bunn, General Secretary.

**C. B. & Q. Has Additional
Sleeping Car Service to Quincy**

The Chicago, Burlington & Quincy Railroad Company has inaugurated additional sleeping car service between St. Louis and Quincy, Illinois, it is announced by C. J. Rohwitz, General Passenger Agent.

A twelve-section drawing room sleeping car is set in St. Louis for occupancy at 10 p. m. and handled on the road's fast mail train to Quincy, which leaves St. Louis at 1:45 a. m., arriving in Quincy at 5:41 a. m. At Quincy the sleeping car is set out but passengers may remain in the car until 8 a. m.

PHOTO PRINTS

PHOTOSTATS

PROVE IT

With Inexpensive Photographic Copies

Quick, errorproof, economical copies of anything written or printed.

ST. LOUIS PHOTO PRINT CO.

OLIVE 2938

406-7-8 Times Bldg.

American Gentleman Shoes American Lady Shoes Security Shoes

For Boys and Girls



KEEP THE QUALITY UP

You Can Move More Merchandise if the Merchandise is right—

For over half a century the Hamilton-Brown Shoe Co. has built fine shoes for all the family under the conscientious watchword "Keep the Quality Up".

Yet during these 50 odd years of *quality* manufacture, Hamilton-Brown has been able consistently to offer its shoes to merchants at prices which assure ready sale to consumers.

It will be the future policy of this company to preserve this tradition.

Merchants who practice the "Move More Merchandise" idea, will always find in Hamilton-Brown Shoes an answer to their turnover problem. "Fair prices" will be found as much a watchword of Hamilton-Brown as the time honored slogan "Keep the Quality Up".

St. Louis HAMILTON-BROWN SHOE CO. Boston

*What About
the
Re-Sale Value
of Your
Dry Goods
Stock*



That's one of the first questions to be considered when buying your Spring merchandise.

It affects your volume of sales—your volume of profit—and your percentage of gain.

The goods you buy mean nothing to you if their re-sale value is low.

When the market season opens, a great number of merchants come here to make their selections, while others make their purchases from our salesmen on the road, or from our catalogues and circulars, or send us their open orders—all with full confidence in the high re-sale value, the dependable quality, and the moderate prices of Carleton merchandise.

Why not join this group of satisfied, progressive, profit-making retail merchants and be one yourself by sending us your mail orders for current needs and coming here during the market season to supply your Spring requirements?

*We want a good share of your patronage
and will do our part to merit it.*

CARLETON DRY GOODS CO.

WHOLESALE

Washington and Twelfth

ST. LOUIS

Development Service Bureau Sponsors Agricultural Contests

DURING the Farmers Week held at Columbia, Missouri, from January 19 to 23 this year, prizes amounting to \$500 were officially awarded to Cow Testing Associations organized in Cape Girardeau County, Lincoln County and Ralls County, as a result of a two-year period of cow testing work in Missouri. The prize money was from a fund subscribed by the Chamber of Commerce. The large representations from these counties in attendance during Farmers Week and the results proven by actual figures was highly gratifying.

The return per dollar of feed cost has increased from \$2.17 to \$2.94 per cow on test in these associations. This represents an actual increase in profit per cow of \$53.04. Over 7000 cows are on test in Missouri, thus representing an increased profit to members of the Cow Testing Associations of \$371,280. With the same increase applied to all of the 793,000 dairy cows in Missouri it would represent an

actual increase in profit to Missouri dairymen of \$42,060,720.

Two years ago the Board of Directors of the St. Louis Chamber of Commerce appropriated \$2,000 for dairy promotion work in parts of Missouri and Illinois, prizes to the amount of \$500 to be applied to cow testing and \$500 for the promotion of dairy club work in each state. The dairy club work is sponsored primarily by the Development Service Bureau of the Chamber.

This is one phase of the Development Service Bureau's work which has won national recognition and approbation. Edward Buder is chairman of the bureau.

Photostat Companies Producing Photographic Copies with Speed

The speed with which photographic copies can be produced by photostat companies, particularly relating to the reproduction of long contracts, transcripts, and tabulation sheets is mentioned in a statement issued by A. J. Silver of the St. Louis Photo Print Company. Mr. Silver relates an incident where a photo print had an important bearing on a legal case ultimately changing its outcome. The process is carried on by eliminating the film, and reproducing direct on sensitized paper without injury to the original. The St. Louis Photo Print Company has enlarged its plant to care for increasing business, and members of the firm expect a greater volume of business in 1925.

Steel Development Here Stressed By Mercantile Trust

Letters to 5000 executives of the steel and iron business throughout the United States are being sent by C. H. McMillian, vice-president of the Mercantile Trust Company, describing the latest developments toward making St. Louis a large steel center. The letters also include news items recently published showing the acquisition of facilities in this district by outside corporations.

Your Best Buy—

**H. B. Rubin
Coats and Wraps**

Priced \$6.75 to \$75.00

Stock on hand for immediate delivery

Also

**N.Y.'s Foremost
Dress Line**

Dresses Priced
\$6.75, \$10.75, \$13.75, \$16.75

In justice to your store visit
us and compare before buying

KUNCE & BAUER

St. Louis Branch
H. B. Rubin, Inc., New York

1418 Washington Ave.
ST. LOUIS, MO.

Visit Us in Our New Home

while attending the
Move More Merchandise Conference
of

The American Retailers Association

and see the largest, most modern
shoe distributing house in the world.

Call at our Salesrooms

1412 Washington Ave.,

and from there we will take you in
our service cars to our plant.

See our complete new line. You will
find the Season's latest styles in our
line of

Better Shoes for Less Money

ENDICOTT JOHNSON CORP.

12th and Spruce Sts.

ST. LOUIS, MO.

Clothing in Your Range of Prices



Model shown above is the Model Bell. It has youth and style—young men will want it. Priced to sell quickly, as are all Yale Brand suits. Prices from \$11.50 up.

Announcement

THE Knickerbocker Clothing Co. has engaged J. W. Olson, one of the foremost designers of the country, to design Yale Brand and Knickerbocker Brand Clothes. See these real creations.



WITHOUT equivocation of any sort, we feel no hesitancy in stating that Knickerbocker Brand Boys' Clothes and Yale Brand Clothes for Young Men for Spring represent values that cannot be obtained elsewhere at the price.

We have painstakingly designed these lines, we have chosen fabrics that are assured of a ready sale and our styles are always authoritative but not extreme.

In addition to a good line, we help you sell what we sell you, by means of the Ken Williams Thrift Savings System—a business builder of proved success.

See to it that you have an opportunity to inspect these good lines. The coupon below, properly signed, will bring samples to your store



FOR YOUNG MEN

Stylish, well-tailored, carefully finished suits for young men at that difficult time, the first long pants stage, and older.

KNICKERBOCKER CLOTHING CO.

MANUFACTURERS OF
YOUNG MEN'S & BOYS'
CLOTHING

1308-10 Washington Ave.
Saint Louis

Knickerbocker Clothing Co.
St. Louis, Mo.

This Model Bell model looks good to us. Send us more information about the Ken Williams Savings System and have your salesman call, or send samples.

Name

Store

Town

St. Louis Construction Firms Erecting Buildings In Other Cities

Murch Brothers Construction Company, Railway Exchange Building, has been awarded the general contract for the construction of dormitory building for the Wilkes-Barre, Pa., Institute. The building was designed by William B. Ittner, Board of Education Building, St. Louis, and will be of reinforced concrete, brick and stone construction. Complete structure will cost about \$350,000.

The W. A. Fuller Company, 1917 Railway Exchange Building, has been retained by the City of Poplar Bluff to design a new water filtration and softening plant. With contemplated extensions to distribution system this improvement will cost upwards of \$100,000.

Frank X. Kratzer of 3007 Hawthorne place has been awarded the general contract for the \$300,000 addition to St. Mary's Hospital in East St. Louis, Ill. This addition will be of the latest approved type for hospital construction. It will be four stories with basement, 210 feet by 258 feet. It will join the hospital to the east.

A. V. Wills & Sons, Buder Building, has started work on the drainage ditches, etc., in Thompson Creek Drainage District No. 27 of Craighead County, Ark. This contract will exceed \$45,000.

St. Louis capital, skill and materials are building the beautiful new Lafayette Hotel at Little Rock, Ark.

George D. Barnett, Jr., of Barnett-Haynes & Barnett, architects, Century Building, designed the building and it is being erected by the A. D. Gates Construction Company, Chemical Building. The Winkle Terra Cotta Company, Century Building, is furnishing the terra cotta for the new hotel while the project was financed through G. L. Miller and Company with offices in St. Louis.

The new hotel will be eleven stories in height and contain 268 rooms with a large ball-

room on the top floor. Very large dining halls and lunch rooms are being installed on the first floor. It is to be finished on August 1, 1925.

The Moreno-Burkham Construction Company, Syndicate Trust Building, recently was awarded street improvement contracts in Fayetteville, Ark., calling for a total of 90,000 sq. yds. of asphalt paving on a concrete base. Work has already started. The Moreno-Burkham Company has done considerable paving work throughout Arkansas during the past few years.

The William MacDonald Construction Company, Syndicate Trust Building, which specializes in post office construction projects, recently was awarded contracts for a one-story, 62 by 64 foot post office building at Liberty, Mo., and a similar job at Orange, Tex. Construction is under way on both projects.

An Old House A New Line

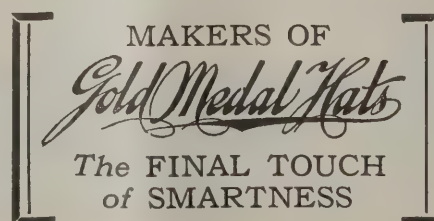


Rosenthal-Sloan now presents a new line of smart styles in trimmed hats at \$3.00. Alert merchants will find in this new opportunities for a constantly-growing volume of business in 1925.

This house has always been known as a great millinery institution in America's greatest distributing market. Now, with the introduction of this new department, we offer our customers what is undoubtedly a diversified and well-rounded millinery service unequalled for sales possibilities.

A very cordial invitation is extended to all members of the American Retailers Association to visit us during the Convention.

**Rosenthal-Sloan
Millinery Company
1700-1710 Washington Ave.
St. Louis**



Any time

You want the newest ideas for your sport department drop in to see or write us. Many new models now ready in our latest creation—

The SKIRT FROCK

**HIRSHFIELD
SKIRT COMPANY**

905 Washington Ave.
ST. LOUIS

A GREAT MILLINERY INSTITUTION

63 years in America's foremost distributing market

Designers and
Manufacturers
of
Elzee Hats

(Patterns of Charm
and Distinction)

Elzee
Lassie Hats
(Distinctive Styles for
Girls and Misses)



Distributors of
SLOCUM HATS
KNOWLTON HATS
NATIONAL HATS
AMERICAN HATS

And other standard lines
of Millinery



THOUSANDS
of Levi's trimmed Hats available at
any time during the season!

\$3 to \$6

To convey an idea of the magnitude and facilities for the production of trimmed hats this institution possesses, it might be pointed out, that over 9,575 square feet of space is devoted to the display of trimmed hats, over 17,425 square feet to the manufacture of these hats and more than 375 persons employed in production. In addition there is maintained a staff of designers, interpreting every vagary of style, to be immediately featured in the daily output of trimmed hats.

"ASK US ABOUT"



A booklet of interest and profit to retailers. Details services rendered gratis by the Service Department in the field of Advertising and Store Management. Write for your copy.



The hat depicted at the farther left is a clever sport novelty in the rising vogue of cretonne. It is elaborately embroidered in gold thread. Be the first to show this novelty in your town. Price, \$5.00 each.

To the nearer left is illustrated an interpretation of the widely demanded ribbon hat, smartly adorned by a pert top-trim, offset by hemp facing and a rhinestone effect. Price, \$5.00 each.

LEVIS ZUKOSKI MERC CO.

SAINT LOUIS

CUT ALONG THIS LINE

PIN TO YOUR LETTERHEAD

Please send me information about

NAME _____

☐ Novelty Cretonne Hats ☐ Ribbon Hats ☐ Hats at \$36 a doz.

CHECK HERE

CHECK HERE

CHECK HERE

In dealing with advertisers, please mention "Greater St. Louis".

Important Downtown Leases Made

THE Mercantile Trust Company has just completed negotiations for five important leases on downtown space. The largest of the transactions closed was made for the Corinne Realty Company to the Ill-Mo Supply Company, covering the second floor and basement space in the building at 708 North Seventh street. The latter company at present occupy the first floor of this structure. The Ill-Mo Company distributes barber and beauty parlor supplies.

Other leases announced follow: Space for cigar store in the Loew State Theater Building at the entrance of the theater to Stein & Loeb, who will open for business within a short period; fifth floor of the building at 1312 Washington avenue to Stone & Stock, manufacturers of clothing and jobbers' labels; sublease of the north one-half of the fourth floor of the Nelson-Chesman Building, 1127 Pine street, to Olin J. Cary, distributors of fac-simile letters and other forms of advertising; sublease of a portion of the third floor of the premises 1021 Washington avenue for the account of Frager Bros. to Jacob Crone and Alexander Klein, jobbers. All of the above leases were made for a long period of years.

Larkin Company Announces Its Incorporation

The Larkin Company has announced their incorporation under the laws of Missouri, the corporation to be known as the Larkin Service, Inc. The officers of the corporation are: Samuel T. Larkin, president; Walter J. Stradal, vice-president; Kenneth T. Larkin, secretary.

The WINKLE TERRA COTTA COMPANY Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.

Chicago Banker Points to Progress St. Louis is Making

DISPATCHES under a Chicago date line, carried in newspapers recently, told how a banker of Chicago had pointed out in an address, how St. Louis is progressing as an industrial center.

The dispatch, as it was carried, follows:

"St. Louis is forging ahead as an industrial center, while Chicago is sitting back and resting, Harry A. Wheeler, president of the Union Trust Company of Chicago and past president of the United States Chamber of Commerce, told 600 members of the Chicago Association of Commerce at the twenty-first annual meeting of that body at Hotel LaSalle.

"St. Louis has awakened to a new scheme of publicity and a new sense of responsibility and

is taking some of the industries from Chicago that this city should have," said Wheeler. "St. Louis is also growing pre-eminent in other lines that Chicago should never permit to take place," he declared.

"For the time being, we are just resting a little bit and seem to be tongue tied. We have lost our wind and it is time we are getting our second wind and again loose our tongue," said Wheeler. He urged his hearers, prominent bankers, business men and civic leaders, to go out and boost Chicago, advertising it by word of mouth and in every way possible. He also scored the daily press, which gives preference to crime news over constructive material of a business and social nature."

His* Record of Expansion

A LITTLE over three years ago, a Saint Louis maker of refrigerators with a fine reputation in the Mississippi valley, addressed himself to the problem of establishing his product nationally.

He foresaw a stiff fight, for opposed to his national ambitions were several solidly established, nationally known competitors.

He selected an advertising agency which planned aggressive publication and direct mail advertising campaigns for him. With his approval, these campaigns were produced and launched.

Through a single, coordinated point of contact this busy man drew the efforts of experienced merchandising and advertising planners, writers, artists, production men and space buyers.

He was free to concentrate on the expansion of his production, his sales force and his territories.

Today, he is nationally established. He operates two factories in place of one. He finds his sales increased 400% since he opened his campaign.

And, thoroughly committed to the principle of employing specialists for specialized work, he continues to utilize the diversified advertising resources of the Britt Organizations.

*Name on request.

Britt Organizations

Advertising Agency  Saint Louis

Britt Organizations,
Walnut and Ninth, St. Louis

Please arrange to show how I can use your services.

Individual

Firm

Address

Buick Authorized
Service comes with
your Buick—and goes
with it no matter how
many state bounda-
ries you cross.

*Buick Authorized
Service is as handy as
an extra tire, as near
as a telephone*

F-30-22-A



Carondelet-Buick Auto Co.
8109 Ivory Avenue

E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

West Side Buick Auto Co.
5023 Delmar Bl.

Kuhs-Buick Co.
2837 N. Grand Bl.

Jakes-Buick Auto Co.
Kirkwood, Mo.

Schnure Motor Co.
2938-50 Olive St.

South Side Buick Auto Co.
3456 S. Grand Bl.

East Side Buick Co.
326 N. 10th St., E. St. Louis, Ill.

Vesper-Buick Auto Co.
Lindell at Grand

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Resumption of Activities More Rapid, Reserve Bank States

RESUMPTION of activities in industrial lines and the wholesale and jobbing trade after the holiday and inventory interruption has been more rapid than is ordinarily the case, it is stated in the current business review of the Federal Reserve Bank of St. Louis. "In virtually all lines investigated stocks at the end of the year were found to be of moderate proportions, and this fact coupled with a continued good consumptive demand for commodities of all sorts has had a tendency to stimulate production and the replenishment of depleted supplies of goods," the report continues. "Buying is maintained on the same conservative and cautious scale which prevailed throughout last year, but there was further gradual improvement in purchasing for future requirements. This latter manifestation was particularly notable in raw materials, in which the trend of prices for many important commodities was upward. Prices generally displayed advancing tendencies, with foods of all kinds taking the lead in the upward movement.

"The movement of goods for common consumption was greatly assisted by the arrival of the first real cold weather of the season. All varieties of winter merchandise, particularly fuel, apparel, drugs and chemicals, heaters and hardware, distribution of which had been retarded by the mild weather, were being taken in considerably heavier volume than heretofore. For the first time in a year the coal situation worked to a position approximating normal for the season. Increased consumption by both steam users and the domestic trade resulted in a substantial reduction of surplus stocks, and expansion of activities at the mines. Despite temporary interruption to traffic caused by the storm, business of railroads operating in the district continues above all previous records for this particular time of year.

"Reports relative to the holiday trade were somewhat spotted, but on the whole indicated very satisfactory results. Wholesalers were in receipt of a large volume of fill-in orders for this class of goods, and distribution through retail channels in virtually all sections of the district was largely in excess of a year ago. Sales of leading department stores in December, as indicated by preliminary figures, were 5.1 per cent larger than for the corresponding period in 1923. Clearance sales conducted by retail establishments since January 1 have met with excellent response, and accounted for the movement of large quantities of winter merchandise. The comment is made, however, that buying by the public is extremely conservative, especially of staple goods, and there is a general disposition to resist price advances.

"Marked betterment developed in the iron and steel industry. Plant operation was considerably higher than at the same time a year ago, and in many instances, orders booked insure the present pace of activity through the first quarter at least. Specialty makers, notably of stoves and farm implements, report the placement of a satisfactory volume of new business, and they are making up stocks in anticipation of an increased demand in the spring. Several important plants, which usually shut down for from two to four weeks at this season for inventorying and repairs, closed only three days to a week. Manufacturers in other lines, notably clothing, building materials, and boots and shoes, are deviating to some extent from their recent policy of making up only such goods as they have sold or have orders for in immediate prospect.

"The labor situation showed no notable changes as compared with the thirty days immediately preceding. There was the usual seasonal decrease in employment among workers in outdoor occupations, such as building,

highway construction, river improvement and agriculture, but in the building trades skilled artisans are more universally employed than is usually the case this season. Increased operations at the collieries reduced idleness in the coal fields, and in the lead and zinc district activities are of almost record proportions, many mines operating three shifts. Repair work on railroads, telegraph and telephone lines, necessitated by damage from the storm in December, gave temporary employment to hundreds of workers. Railroad shops continue to employ a large complement of skilled mechanics, and iron and steel interests added to their forces.

"The upturn in prices of farm products was carried further during the period under review,

all the chief cereals scoring new high records on the movement. In the case of corn and wheat, prices were the highest in more than three years. Between December 15 and January 15, May wheat in the St. Louis market ranged from \$1.68½ to \$1.86 per bushel, closing at \$1.82½ on the latter date, which compares with \$1.67½ on December 15 and \$1.10½ on January 15, 1924. Cash wheat also advanced sharply, No. 2 red winter selling on December 13 at \$2.08, the highest since the early part of 1921. Between the same dates May corn fluctuated between \$1.26¼ and \$1.34½, closing at \$1.32½ on January 15, against \$1.29½ on December 15, and 80c on January 15, 1924. Cash corn soared to \$1.25 per bushel, which contrasts with 78c, the selling price on January 15 a year ago.

"Under stimulus of the first real winter weather of the season, the coal market developed distinct improvement. Production in all fields was curtailed by the holidays, and transportation was temporarily hampered in certain sections."

*Fast
Smooth*

Acceleration

IF your deliveries by truck are to be made on time and if each of your motor units is to render the service which you expect it to give, you must be certain that dependable, efficient motor fuel is put into your gasoline tank.

Gasoline, to be a dependable and efficient motor fuel, must be produced by scientific refining processes, which are possible only in fully equipped refineries. It must be uniform and it must possess six very definite qualities or character-

istics, all of which are essential to good gasoline.

The THIRD ESSENTIAL: Ability to make the motor accelerate smoothly.

The perfect chain-of-boiling point fractions found in Red Crown insures a steady and unbroken pressure from the start of the piston stroke to the end. That Red Crown starts distilling off at about 98° F.; that 27% is off at approximately 221° F. and 56% at 284° F. is evidence that it gives an instant start, rapid pick up and smooth acceleration.

RED CROWN

is always uniform. It is always good gasoline.

Business men who investigate motor fuels find that Red Crown speeds up service, increases mileage and lowers operating costs. They find, too, that as Red Crown is absolutely uniform and available everywhere, there is no neces-

sity of making adjustment of the carburetor.

Our statements as to the advantages Red Crown offers admit of proof. We would like to put this proof before every business man who is interested in securing better truck service at lower cost. A representative will put the facts and figures before you, if you say the word.

STANDARD OIL COMPANY

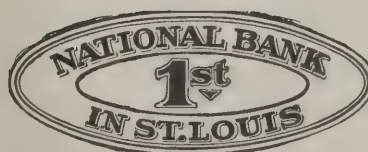
(INDIANA)

314 N. Jefferson Ave., St. Louis, Mo.



—in
Resources

**162
MILLION**



Broadway—Locust—Olive

FIRST IN SIZE AND IN SERVICE

Chamber Opposes Federal Child Labor Law

THE Board of Directors of the St. Louis Chamber of Commerce has voted unanimously that every reasonable safeguard should be adopted by the State to protect the growing child, and to insure for him opportunity for proper education, under healthful conditions, and with freedom from undue labor; but the Board also voted unanimously against transferring this responsibility from the State and placing it in the hands of the Federal Congress.

The following statement of its reasons is issued by the Board:

"Within recent years there has been an alarming tendency to turn over to the Federal Government too many duties that belong to the state. Fanatics consider this the easy panacea for every ill that besets a community.

"Our Constitution gave to Congress only those powers essential to general government, leaving fundamental rights and liberties to the people. Those with poor vision are making a crazy quilt of that wonderful document, and are adding to the original powers granted to Congress not only those functions delegated to the so-called 'sovereign' state, but also the rights and privileges reserved for the individual.

"To carry this idea much farther will result in a madness of paternalism, and the word 'sovereign' as applied to a state will become a joke. This is the danger that confronts us today—a danger so fundamental that it almost blankets the merits of any question used as a vehicle in which to give a nice ride to a new 'constitutional amendment.'

"Forgetting for the moment the sentiment involved in the caption 'Child Labor Amendment,' let us consider the effect of its adoption:

"This amendment would give Congress power to limit, regulate and prohibit the labor of persons under 18 years of age, and then it adds, naively, that 'the power of the several states is unimpaired by this article, except that the operation of the (state) laws shall be suspended to the extent necessary to give effect to legislation enacted by Congress.'

"In other words, it says to a supposedly 'sovereign' state, 'The U. S. Congress will not paternally take over from you all questions relating to the welfare of your people until they are 18, but you mustn't worry about that because you will not be deprived of any state authority in such matters—unless, of course, your laws happen to conflict with any laws that Congress may enact, in which event your laws must all be suspended.'

"That amendment would give Congress absolute power over child life, make them the wards of the Federal Government, to be controlled as Congress might see fit, and in various ways as the whims of the various Congresses might determine. It would give the agents of Congress the right to enter the home, to regulate the family, to prevent the labors that are required in the average home and that are necessary to the discipline and experience of the child itself; to prevent the labor of the child who may be the sole source of support of a widowed mother; to prevent all labor of children on farms where their labor is seriously

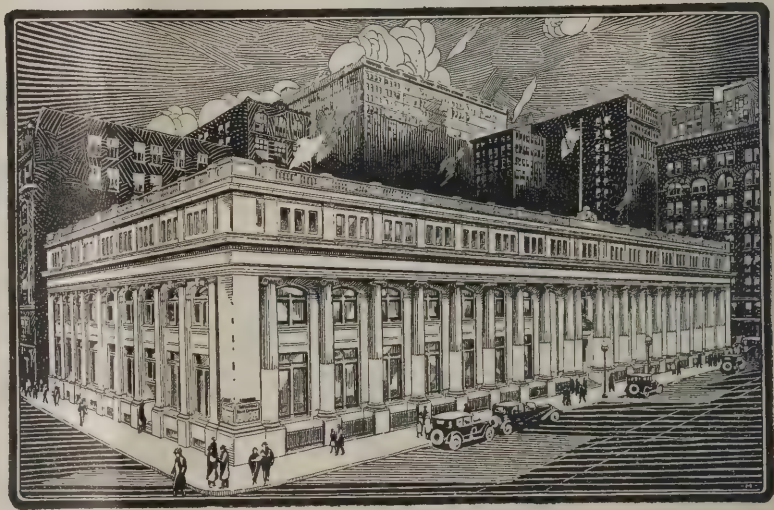
needed; to create a nation whose children are idlers, compelled by law to a life of indolence, and spurred by law to a disrespect of labor which is the foundation of all worth.

"Again we say that child labor legislation is a function which should be continued in the state and the states themselves have made material progress on this point in recent years. Today there are not over half as many children gainfully employed between the ages of 10 and 16 as there were ten years ago, and, out of the million so employed, only about 185,000 are in manufacturing and mechanical industries.

"Every state in the union now has child labor laws, most of them passed within twelve years."

Missouri Pacific Makes New Records

SEVERAL new records were established again in January by the Missouri Pacific, according to the monthly statement issued by President L. W. Baldwin. The total number of car loads of revenue freight loaded locally and received from connections was 136,397, which exceeds the total for December, which was 130,352, and also greatly exceeds the total of 118,629 in January last year, the former record January in the history of the company. Local loading amounted to 98,741 cars on the lines of the Missouri Pacific, and receipts from connections were 37,655 cars. These figures do not include traffic handled on the allied lines recently acquired by the Missouri Pacific.



1925 is the 26th year during which the Mercantile Trust Company has been a forceful factor in the civic advancement of St. Louis. During that entire period the Mercantile has always been closely identified with every movement tending toward municipal progress and betterment.

This close association with St. Louis affairs and thorough understanding of local conditions qualify us to handle St. Louis business for banks, trust companies and individuals to best possible advantage.

Mercantile Trust Company
Member Federal Reserve System
EIGHTH AND LOCUST
SAINT LOUIS
Capital & Surplus
Ten Million Dollars
—TO ST. CHARLES

Six Conventions Scheduled for St. Louis Next Month

Six conventions are scheduled to be held in St. Louis during February, it is announced by the St. Louis Convention and Publicity Bureau.

The conventions scheduled follow:

Memorial Craftsmen of Missouri, February 5, 7; American Retailers Association, February 9, 14; Missouri Retail Clothiers Association, February; Men's Apparel Club of Missouri, February; National Negro Press Association, February; Health & Accident Underwriters Conference, February or March.

A GREAT ASSET TO A GREAT CITY

American Central Insurance Company

Fire, Windstorm and Automobile Insurance

*A St. Louis
Institution
Nation - Wide
in Service
and Scope*

Home Office: Planters' Building, St. Louis, Mo.

Telephone: Main 315

*A Pioneer
Among the
Insurance
Companies
of America*

SEVENTY-SECOND ANNUAL FINANCIAL STATEMENT

January 1, 1925

(MISSOURI STANDARD)

ASSETS

Bonds and Stocks - - - - -	\$6,956,386.43
Loans on Real Estate - - - - -	15,000.00
Premiums in Course of Collection - - - - -	1,003,874.83
Cash in Banks and Office - - - - -	446,435.35
Other Admitted Assets - - - - -	116,925.40
Total Assets - - - - -	\$8,538,622.01

LIABILITIES

Cash Capital - - - - -	\$1,000,000.00
Reserve for Reinsurance - - - - -	4,465,255.41
Losses in Process of Adjustment - - - - -	720,079.41
Reserve for all Other Claims - - - - -	204,941.29
Net Surplus - - - - -	2,148,345.90
Total Liabilities - - - - -	\$8,538,622.01

SURPLUS TO POLICYHOLDERS - - - - -	\$ 3,148,345.90
LOSSES PAID SINCE ORGANIZATION - - - - -	48,203,121.12

<u>Annual Rental</u> paid in St. Louis - - - - -	\$ 40,000.00
<u>Annual Pay Roll</u> to Employees in St. Louis - - - - -	197,264.23
<u>Annual Fire, Windstorm and Rent Losses</u> paid on St. Louis property - - - - -	81,071.57
<u>Annual Commissions</u> paid to Agents and Brokers in St. Louis - - - - -	34,054.13
<u>Annual Home Office Expenses</u> , other than above stated - - - - -	114,255.10
<u>Amount of money actually disbursed</u> in St. Louis (yearly average) - - - - -	\$466,645.03

THESE FIGURES and AMERICAN CENTRAL'S seventy-two-year record of prompt payment of losses to claimants under its policies justify its claim for patronage.

B. G. CHAPMAN, Jr., President

D. E. MONROE, Vice-President

HAROLD M. HESS, Secretary

CONRAD ROEDER, ROY W. SMITH, HENRY I. RIEMAN, Assistant Secretaries

Ask for an American Central Policy on Your Property

Citizens Military Training Camp at Jefferson Barracks

AS A result of efforts of the Chamber of Commerce, extending over a period of several months, a Citizens' Military Training Camp will be conducted this summer at Jefferson Barracks. Announcement that camp will be held here was contained in a letter received by Secretary Bunn from Colonel Dwight F. Davis, Assistant Secretary of War. Col. Davis' letter was in response to one written him last October by Secretary Bunn in which the advantages of conducting a camp here were set forth.

"The Sixth Infantry and Battery C, now stationed here, can furnish instructors and set up the Camp and those in attendance could have the advantage of their trained specialists," Secretary Bunn's letter stated.

"There is every facility here for athletic sports and medical attention. The permanent personnel here can easily take care of the increase in garrison personnel so that supply agencies, hospital facilities, need not be greatly increased.

"One big point is a geographical one: St. Louis is so centrally located for a majority of the student prospects that the saving to the Government in railroad fares, as compared with such fares to a camp located 'away from the center,' would be appreciable. As you know, we have 27 railroads here which makes transportation from anywhere very easy, and the fact that the students, on an average, will be comparatively near their homes, will give their friends and parents an opportunity to visit the camp and see them perform."

It is estimated that a minimum of \$50,000 will be spent for rations, transportation and entertainment for approximately 800 young men from 17 to 24 years of age who will be at the camp. In addition to this amount of money is a considerable sum that will be spent in St. Louis by the families and friends of the young men who visit them while they are here.

The camp will be held from July 23 to August 21.

M. K. & T. Buys Ten New Switch Engines

THE Missouri Kansas & Texas Lines have purchased 10 new engines which will be placed in service soon, according to an announcement recently made. The engines are of heavy type and modern in every respect. They were bought to assist in expediting terminal operations.

It is stated in the announcement that from the period of September 1 to December 1 more than 96 per cent of the passenger cars handled over the lines arrived at their destination on time.

Three Prominent Attorneys Form Law Partnership

A partnership for the general practice of law under the name of Garesche, Green and Remmers has been organized by Vital W. Garesche, Ernest A. Green and Oliver T. Remmers. The firm has offices in the Boatmen's Bank Building.

Mr. Remmers is President of the St. Louis Safety Council.

Colonel David L. Stone, commanding officer of the Sixth United States Infantry, will be in charge of the camp and a number of officers in addition to those of the Sixth Infantry will be brought to St. Louis from other army posts in the middle west to assist in the work.

The Committee on Military and Naval Affairs of the Chamber held a number of meetings at which facts pertaining to the establishment of a camp here and other matters which resulted in the decision were brought out. Colonel A. T. Perkins, Manager for the Receiver for the United Railways Company, is Chairman of this Committee.

Two Missouri Towns Get New Electric Power

Work will be started as soon as weather permits on a 33,000 volt transmission line, connecting Center, Mo., with Vandalia, Mo., a distance of 20 miles. This line will connect properties of Missouri Power & Light Company.

A large sub-station will be located at Vandalia, to change the frequency of the current from 25 cycles to 60 cycles conforming with the current now being supplied throughout the system by steam plants.

The voltage of the line from Vandalia to Mexico will be raised from 16,500 to 33,000 volts to carry the additional load, and to conform to the voltage of the lines out of Mexico. The cost of the entire project will be approximately \$325,000.



The Whole Family Can Enjoy The Radio Bank

Hook up as many extra
headphones as you please
—everyone can hear just
as clear as a bell.

The New Radio-Bank is
making a BIG hit—every-
one is talking about it.

Now on demonstration—
come in at noon and
"listen in."

Free with Savings accounts of
\$10.00 or more initial deposit.

LIBERTY CENTRAL
TRUST COMPANY
MEMBER FEDERAL RESERVE SYSTEM
MEMBER SAINT LOUIS CLEARING HOUSE ASSN
BROADWAY AND OLIVE

COMMERCE CLEARING HOUSE
Announces the New
U. S. Board of Tax Appeals
and
Federal Court Service
Income and Estate Tax Cases

In order to fully comply with the requirements and demands of those interested in Income Taxes, this Service consists of

Docket and calendar.

Abstracts of Petitions,
including statement of
facts and assignment of
errors.

Abstract of Answers
made by the Commis-
sioner.

Notations of Briefs, Mo-
tions, Orders, Etc.

Finding of Facts.

Decision of Court.

Practice and Procedure
Information

Copy of All Documents
at Syndicated Cost

Routine Information and
Service covering your
specific cases without
additional cost.

Transcript of Evidence
at Syndicated Cost.

NO BUSINESS EXECUTIVE OR FIRM CAN CONSCIENTIOUSLY
BE WITHOUT THIS NEW SERVICE

For full information address
Mr. R. G. PHILLIPS
956 Planters Bldg.
ST. LOUIS, MISSOURI
Telephone Olive 7094

COMMERCE CLEARING HOUSE

CHICAGO
Illinois Mer. Bk. Bldg.

WASHINGTON
806 Union Tr. Bldg.

NEW YORK
67 Wall St.

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. Costs but \$16.00 per year. *Can you afford to be without it?*

If any kicks, tell the
TRAFFIC BUREAU
ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Simmons Hardware Co.

Your co-operation will help to maintain prompt, regular **freight service** on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

Coronado Hotel Orchestra Achieving Fame for its Melodies

THE Coronado Hotel Orchestra, which regularly produces Victor records and is featured on radio programs broadcast from the hotel, played at a Members Conference luncheon of the Chamber of Commerce recently, at which Julius Rosenwald, Chairman of the Board of Sears, Roebuck & Co., Marcus Aaron, President of the Board of Education, and Marcus Rauh, former President of the Pittsburgh Chamber of Commerce, were the principal speakers.

The Coronado hotel orchestra is the maker of Victor records and is also featured on the radio by the Stix, Baer & Fuller station, W C K, directly from the Coronado Hotel, every Tuesday and Saturday nights, starting at 11 o'clock.

The orchestra is made up of virtually all St. Louisans. It was organized here several years ago among college students and played exclusively at college functions. Its fame was broadcast and soon the band started on a tour of the country which made it nationally famous.

At Juaraz, Mexico, the Coronado orchestra established a record for an engagement at one of the leading hotels. Later it went to Los Angeles, where it added fame to its enviable reputation at the famous Green Hill.

When the Coronado opened its dining and ball rooms for supper dancing, Manager Bradshaw obtained the services of the orchestra. It has met with tremendous success here. Herbert Berger is the director.

COOPER-CARLTON HOTEL



The Cooper-Carlton is delightfully situated on the shore of Lake Michigan, overlooking East End Park (on Route 42). It is quiet and restful, away from the noise and congestion of the "Loop," yet only ten minutes by Illinois Central Suburban, or twenty minutes by motor from the business and shopping center of Chicago.

The Cooper-Carlton is surrounded by a thousand acres of public parks, and is conveniently located near fine beaches and well-maintained golf courses, where all sports, such as boating, bathing, golf, tennis, horse back riding, etc., may be enjoyed. The large, airy, comfortable rooms are luxuriously furnished.

Reasonable Rates

Single	• • •	\$3.00 per day and up.
Double	• • •	4.00 per day and up.
Suites	• • •	6.00 per day and up.

The dining room is unsurpassed—either a la carte, or table d'hôte—at very moderate prices.

If you come by motor, Route 42 passes our door. If by train, get off at the 53rd St. Station of the Illinois Central, Michigan Central or Big Four—two short blocks away. If on the N. Y. Central, Penn., Rock Island or Nickel Plate, get off at the Englewood 63rd St. Station and taxi a short distance through the parks.

Chicago Motor Club Tourist Bureau in our Main Lobby.
Rates and Reservations guaranteed. Wire reservation at our expense.
FREE BOOKLET ON REQUEST

COOPER-CARLTON HOTEL
Hyde Park Boulevard at 53rd Street • Phone Hyde Park 9600
CHICAGO

Our own garage
but a block away

Missouri Retail Clothiers Meet Here This Month

IMMEDIATELY following the convention of the American Retailers' Association, February 9-16, the annual convention of the Missouri Retail Clothiers' Association and the Men's Apparel Club of Missouri will be held at the Statler Hotel, February 17, 18, 19, according to an announcement by the St. Louis Convention and Publicity Bureau.

Several hundred clothiers usually attend the convention here and the attendance this year will be swelled by clothiers who will stay over from the American Retailers' Association. The program for the meeting has been announced as follows:

Tuesday, February 17, 9 a. m. Opening Session, Invocation, Roll Call, Reading minutes last meeting, Appointment of Auditing and other committees, Secretary's Report, J. Clem Roberts. Address of welcome will be delivered by Robert E. (Bob) Lee, Honorary Member M. R. C. A., St. Louis, Mo., and will feature an address by Dr. Isadore Loeb, Dean of School of Business and Public Administration, Missouri University, Columbia, Mo., who will speak on "America and International Retailers". President Tully Chenoweth of Fayette, Mo., will deliver his annual address. The meeting will adjourn at 12:30 p. m.

Wednesday, February 18, 9 a. m. Harry M. Capps of Jacksonville, Ill., Pres. J. Capps & Sons, will speak on "The Trend of Clothing Prices for 1925". A luncheon is scheduled at 12:30 at the Statler Hotel when members of the Men's Apparel Club will be the guests of the M. R. C. A. Ed. V. Williams of Springfield will be Toastmaster. A banquet at 6:30 by the Men's Apparel Club will be given the retailers at the City Club.

Thursday, February 19, 9 a. m. Roy C. Bretz, V. P., Derge-Bodenhausen Clo. Co. of St. Joseph, will speak on "Are Retailers Demoralizing Trade by Having Too Many Sales and Quoting Comparative Prices"? which will be followed by discussion.

Other topics scheduled to be discussed on Thursday are:

Trading Stamps: Discount Schemes: Are "Trading Stamps," discount schemes and other forms of gifts a benefit either to the dealer or consumer?

Separate Trousers: What effect has the two-pants suit had on the separate trousers sales?

Large Store Soliciting in Small Towns: How can the local merchant control or eliminate the practice of retailers from large towns "opening up" in the smaller town hotels with "trunk samples"?

Overalls and Work Shirts: Should overalls and work shirts be sold at cost or without profit and why?

Credits: What percentage of your business would you lose if you changed your policy to a strictly cash basis?

Mail Order: To what extent are you bothered with the competition of mail order houses through their catalogues? How can this be remedied?

Volume of Business: How does 1924 compare with 1923 in volume. What per cent loss? Why?

Scheu Drug Company Buys Additional Building

George M. Scheu, president of a chain of retail drug stores, with headquarters at Twelfth boulevard and Pine street, has bought the three-story building at 114 North Ninth street. Negotiations were conducted by the Weisels-Gerhart Real Estate Co., which has interested the purchaser in a number of other locations recently. The building is to be remodeled with a new front and otherwise made attractive. It will be under the management of the Weisels-Gerhart Company.

Semi-Annual Sales: Is the semi-annual or other periodical clearance sale injurious to the regular trade of the retailers?

Satisfied Customers: How far should a retail clothier go in satisfying a customer on merchandise claimed to be unsatisfactory?

The officers of the Association are: Tully Chenoweth, Fayette, Mo., President; John R. Merrill, First Vice-President, Trenton, Mo.; A. O. Mayfield, Second Vice-President, Lebanon, Mo.; Emil Weil, Third Vice-President, St. Charles, Mo.; J. Clem Roberts, Secretary-Treasurer, Windsor, Mo.; A. C. M'Ginty, National Director, Neosho, Mo.

J. J. Connery, Jr., Starts New Advertising Agency

J. J. Connery, Jr., one of the founders of the Junior Advertising Club, has opened an advertising concern and will operate under the firm name of the Connery Advertising Company, with headquarters in the Arcade building.

Mr. Connery has been associated with the Graham Paper Company for ten years and was manager of the sales promotion, mail order and advertising departments. He is known in both local and national advertising circles and has done a great deal toward advertising club promotion welfare work. He was president of the Junior Advertising Club for two years.

\$500,000

Eighteenth Street Building Company

(ST. LOUIS)

Largest Garage in the World

FIRST MORTGAGE REAL ESTATE SERIAL 5½% GOLD NOTES

Dated December 1, 1924.

Due Serially June 1 and December 1

Principal and semi-annual interest June 1 and December 1, payable at Federal Commerce Trust Company, St. Louis, which company is trustee. Denominations \$500 and \$1000. Callable in whole or in part on any interest date at option of company at 102 and interest.

The Mortgagor Company

Notes are obligations of the Eighteenth Street Building Company, a company owned by Isaac H. Lionberger and members of his family,

secured by a first mortgage on block bounded on the north by Pine street, on the east by Seventeenth street, south by Chestnut street and west by Eighteenth street, and on modern garage building now being erected there. Located one block north of Union Station.

We Offer these Notes at the Following Prices

June 1 and Dec. 1, 1926...to yield 5.00%
June 1 and Dec. 1, 1927...to yield 5.25%
June 1 and Dec. 1, 1928...to yield 5.25%
June 1, 1929 thru Dec. 1, 1934, to yield 5.50%

Federal Commerce Trust Company

Broadway
and Pine



Saint Louis
Missouri

*Owned by the Stockholders of the
National Bank of Commerce in St. Louis*

A. R. A. Convention

(Continued from Page 7)

For the benefit of the members of the A. R. A. the following facts are presented relative to Passenger Associations that have granted the rates and just how a member may secure the rates:

Fare-and-half-round-trip rates to St. Louis have been granted for the convention week of the American Retailers' Association, February 9-16, inclusive, by the following passenger associations:

Southwestern Passenger Association: Including the following States: Texas, Oklahoma, Louisiana, Arkansas, Missouri. Also from Memphis, Tenn.

The following Southwestern lines are not party to the reduced excursion fares herein announced: Arkansas, Louisiana & Missouri Ry., Fort Smith & Western Ry., Graysonia, Nashville & Ashdown R. R., Jonesboro, Lake City & Eastern R. R., Kansas, Oklahoma & Gulf Ry., Louisiana & Arkansas Ry., Mississippi River & Bonne Terre Ry., St. Louis, El Reno & Western Ry.

Western Passenger Association: Including the following States: Kansas, Nebraska, Iowa, Missouri and Illinois—(Western Passenger Association territory in Illinois includes that part on the north of Chicago-St. Louis line of the C. & E. I. R. R. [with the exception of the Illinois Central, whose entire line in Illinois is governed by the Western Passenger Association action, and the Mobile and Ohio Railroad who have granted reduced rates from all their ticket agency stations in the State of Illinois]. Points in Illinois, South of the Illinois Central are governed by the Central Passenger Association from which reduced rates will not apply).

Southeastern Passenger Association: The Southeastern Passenger Association has granted reduced rates from the following cities: New Orleans, La.; Baton Rouge, La.; Natchez, Miss.; Vicksburg, Miss.; Helena, Ark.; Memphis, Tenn., via the Illinois Central Railroad and the Y. & M. V. Railroad—also from New Orleans, Louisiana, via the L. & N. Railroad.

Important points to be remembered by members attending the American Retailers' Association Convention:

1. Each member must have a certificate receipt.
 2. Each member must have a separate certificate receipt for each ticket he purchases. One receipt for more than one ticket will not be honored or validated.
 3. If it is impossible to get a certificate receipt from the local ticket agent, a regular receipt will be satisfactory, and should be secured when ticket is purchased.
 4. The ticket must read to the point where the convention is to be held and no other.
 5. The certificate receipt must be stamped with the same date as the ticket.
 6. Members must call at railroad station for ticket and certificate at least thirty minutes before departure of train.
 7. Upon arrival at convention headquarters, each member must have certificate receipt validated by the Secretary, Scott R. DeKins, and the joint agent of the carriers, Room 954 Century Building, 9th and Locust Streets.
 8. No refund of fare will be made on account of the member's failure to either obtain the proper certificate or on account of failure to have certificate validated upon his arrival in St. Louis.
 9. Return tickets issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.
- A Reception Committee, headed by J. Harry Rabe, and W. C. Fischer, will greet the members and be on hand at the luncheon and banquet, to see that they are properly taken care of.

For Coats— Dresses—Ensembles

see

N. Friedman & Sons Cloak Co.

THE BIG HOUSE OF THE WEST

13th and Washington Avenue

BILLIKEN—



*The Wonder Shoe of the
Twentieth Century*

*The Shoe the Child
Outgrows*

*Sold by
A Leading Retailer in Every City*

Made only by
McELROY-SLOAN SHOE COMPANY
ST. LOUIS

Great Expansion of Men's Wear Firms

(Continued from Page 10)

During the past fifteen years the hat industry in the United States has been undergoing a considerable transition. As the result of these changes the relative importance of St. Louis as a hat center has greatly increased. To the facilities for distributing hats, which has always been an outstanding feature of the St. Louis market, there has been added during the past decade manufacturing facilities which make of this market a hat center in the broadest sense of that word.

Felt hats are now manufactured here in considerable quantities, as are also lines of dress straw hats. In the manufacture and distribution of harvest straw hats within the past ten years St. Louis has developed the commanding position in the entire country. The entire country now comes to St. Louis to supply its needs for harvest straw hats.

The cap industry has likewise grown from very small proportions to a position that is now second to none in the country. The largest cap factories in the United States are now in St. Louis, as well as the largest factories for the production of harvest straw hats.

After considering these changes that have taken place in the production end of the industry, the fact that the large operators in this field choose to regard themselves as merchants rather than manufacturers, must be stressed. Our close contact with the retail trade throughout the United States is our greatest asset, and the bulk of goods made in this market in the hat industry, as it is in the shoe industry and many other lines, is for the stocks of the wholesale departments rather than for direct shipment from the manufacturer to the retailer. The large open stocks of hats, caps and straw hats carried in St. Louis from which prompt shipments can be made at all seasons of the year, and which are the largest open

stocks carried anywhere in the United States, give a distinct advantage to this market, and is attracting additional merchants to this market each year and giving to the St. Louis houses a distinct advantage over the methods of other markets.

Practically all the lines of men's clothing and men's accessories made in St. Louis are sold throughout the United States. This entire industry is advancing rapidly and is giving other clothing markets keener competition than ever before.

Mary Lane Shop, Inc., Leases New Quarters

The store at 310 North Eighth street, just north of Olive street, has been leased to Mary Lane Shop, Inc., now located at 711 Locust street. The Eighth street store, which is 25 feet wide and 127 feet deep, will be entirely remodeled. A very attractive new front and a large balcony in the rear of the store will be installed as soon as plans are completed.

The company, which was organized in 1916 to specialize in Dennison's goods, has grown rapidly during the last nine years, adding additional lines of novelties from time to time. The present line of merchandise includes, in addition to a complete line of Dennison's goods, greeting cards of every kind, gift novelties and favors for all occasions. A portion of the new quarters will contain the mail order department, which serves the surrounding territory.



Artificial Flowers
for Decorative Purposes

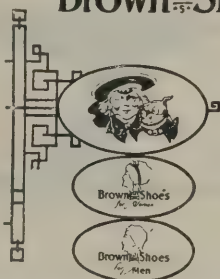
Merchants and Display men can get ideas for windows and interior-displays at our show rooms - Your Inspection is invited while in the Market

Grimm Lambach

905 & 907 Washington St. Louis

Largest in the Southwest

At the Sign of
Brown ^{bill} Shoes



Happy Feet for All the Family

ALL VISITORS TO THE

MOVE-MORE-MERCHANDISE CONFERENCE

Are cordially invited to visit our general offices and salesrooms at the White House, 17th and Washington Avenue. : : :

Here you will find the latest new novelty effects in men's, women's, and children's footwear, as well as a wide range of more staple numbers. : : : : : : : :

Brown Shoe Company
MANUFACTURERS

Outlook for Spring

(Continued from Page 6)

business to be done by the firms during the next few weeks will exceed any spring buying season in the history of the market. They point out that stocks of retailers are generally low, advance orders have not called for a volume of merchandise in keeping with the great demand that is springing up and that merchants must buy now if they are to get their share of business upon their return home.

Jewish Almanac Issued For Coming Year

THE Jewish Almanac and Community Register for 1925 is now ready for distribution, it is announced by Dr. A. Kaufman, editor.

The volume contains biographical sketches of prominent St. Louisans, statistical and historical facts concerning the city and its civic and community projects, parks and places of interest. It has been edited with a broad vision and a fine sense of community progress and offers extensive and reliable information to its possessor.

The Publicity Department of the Chamber of Commerce aided in the compilation of the comprehensive data covering many phases of civic and industrial expansion. The book serves as a representative and ready reference for racial and community information.

Bureau Advises Against Buying Key Tags From Arkansas Vendor

The Charities Bureau of the Chamber has been in correspondence with the Social Welfare Bureau and the Board of Commerce of Little Rock, Arkansas, relative to the solicitations of a Charles H. Bowman, who gives his address as, R. F. D. No. 3, Little Rock, Arkansas. The digest of the information received from these two organizations, follows:

"Since February, 1921, we have been besieged with letters similar to yours from all over the country. In 1921 we offered to have Mr. Bowman taught the engraver's trade, which offer he refused. Every statement that Mr. Bowman makes in his trade letter is absolutely true. He was formerly a railroad man and in 1905 he was in an accident, which resulted in the amputation of both legs. For a number of years he sold pencils on the streets of Columbus, S. C. When the family came to Little Rock, we made an effort to establish him in one of the jewelry stores here, so that he might become self-supporting, but he refused to consider anything other than selling tags. One of our former client's husband works for Mr. Bowman, engraving these tags.

"The postal authorities can do nothing with Mr. Bowman, as he is within the law, and many people throughout the country are falling for his hard luck story. He is getting rich by his begging; at present he owns his home, two buildings which he rents for \$45.00 per month, and a third building that we do not know the amount of rent received. He also owns a Dodge car. We advise, most emphatically, against giving any assistance to this man."

Dwight Holmes Takes Position With Better Business Bureau

Dwight L. Holmes has tendered his resignation as Secretary of the Junior Chamber of Commerce, to accept a position with the Better Business Bureau as Manager of the Financial Department, effective February 15.

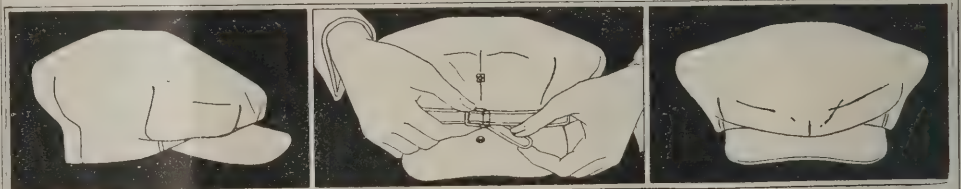
In addition to serving the organization as secretary Holmes has actively served the organization in various capacities since September, 1918.



WE WELCOME to St. Louis the members of the American Retailers' Association and extend to them a cordial invitation to inspect our complete lines at our sales room Twelve-O-Four Washington Avenue.

Bettmann-Kleinhauser Clothing Company

THE FAMOUS APPLE ADJUSTABLE CAP



Why not feature the best Caps your money can buy? Apple Adjustable Caps are the kind your young men's trade will appreciate. No sizes to worry about, nothing to carry over, all new beautiful spring patterns made so they are easy to sell.

*Visit our factory and show room
or write for samples*

APPLE HAT MFG. CO.

1121-23 WASHINGTON AVE.

ST. LOUIS, U. S. A.

St. Louis Shoe Firms Lead the World

(Continued from Page 12)

of date for style shoes are made into men's and women's house slippers by one plant of the International Shoe Co. Thus is efficiency carried virtually to the limit.

Utilizing all of every commodity has been the watchword, and any impartial observer will admit that this is being done to the utmost.

Shoe factories in St. Louis are geared for high speed. By virtue of their concentration on few styles, factory operatives are enabled to accomplish a considerably greater speed than would be possible were they operating on shoes of many different styles during a day's work. As a result, production figures for St. Louis factories are from three to five times greater than those of plants in other sections of the country, which produce several kinds of shoes in the same factory. This results in a direct saving in overhead, for rent, heat, light, power and executives' salaries are the same whether production is 700 or 3500 pairs a day. In addition, large plants have a correspondingly lower rate of rent per square foot than do smaller factories, which makes another saving possible.

Every effort is made to keep production at a peak figure at all times. To do this specialization is practiced in the highest degree. The aim is always to make as few kinds of shoes in any factory as possible. In addition, staffs of technical experts are maintained by some of the concerns who are available at a moment's notice to go to any plant where trouble develops with machinery, and to stay on hand until the trouble has been corrected. Plants are operated continuously, for only by so doing can overhead be kept down and production be kept up. If there is not enough business on a certain style of shoe to keep that plant busy the year round, another style is made there during the slack season, but the plant is kept running.

It is a fact thoroughly recognized that equipment and surroundings have considerable bearing on a worker's productivity. Only within the last twenty or twenty-five years has the value of light and sanitation been recognized as of importance in affecting a worker's productivity. Hence, the shoe factories of St. Louis concerns are, in general, very desirable places in which to work, inasmuch as they have all been built within the last fifteen or twenty years. Well-lighted, clean and sanitary, they furnish the best possible stimulus to efficiency from the operatives.

Machinery in St. Louis shoe plants, too, is kept up to the minute. No sooner has a new invention or appliance for increasing manufacturing speed or the quality of the product been perfected and found practical, than the St. Louis houses have it as a part of their equipment. None of them would hesitate to scrap a costly piece of machinery if, by so doing, another could be substituted that would make shoes better or faster. Proof of this has been found in the fact that the company from which a large part of the shoe machinery is purchased has a large branch office in St. Louis, and only a few days ago was compelled to take additional space for its increasing business.

One of the chief savings in manufacturing that comes from increased and continuous production is in wages. Shoe workers are paid by the piece, that is, by the number of pairs of shoes on which they work. It is an actual fact that St. Louis shoe workers are paid less per piece than workers in most other cities, but increased production and continuous operation enable them to produce so many more shoes that their weekly or monthly wages reach totals sufficient to enable them to live comfortably and have something left over

to save. The weekly, or hourly, or by-the-piece compensation is, after all, not the true index to a worker's productivity, but his average annual earnings is the only true indication. If a shoe operative works forty weeks for \$50 a week, for example, and is idle the remainder of the year, he makes considerably less than another who works 52 weeks at an average weekly wage of \$45.

As an industry or institution grows to large size, many opportunities crop up for additional savings in branches of the business that are ordinarily not thought of as being important. Side issues, they are generally considered,

and not of much importance. For instance, one of the largest organizations here has a factory devoted to making all of the chemicals and polishes used in finishing, burnishing and polishing the shoes made in its factories. In addition, this same concern has its own factory for making cartons—the largest in St. Louis, by the way, in which 135,000 to 140,000 containers a day are made. This is for the plants in and about St. Louis, for it has not been found profitable to ship merchandise of this sort any great distance. Practically all the large shoe factories here own or control box making plants exclusively for their own uses.

(Continued on Page 44)



The Investment Value of a Home

YOUR fears that inferior grades or quality of lumber will be used in the construction of your home may be put aside if you insist on lumber from the Goodfellow Lumber Company. Nobody can buy from us an inferior grade.

If your contractor is permitted to use "No. 3" or "Red heart" lumber for roof sheathing, boxing and sub-flooring, and "No. 2 and better" framing lumber, you may save from \$75 to \$125 on a six- or seven-room house, but your *investment value* will be decreased many times that amount.

Good lumber is cut from sound live timber and, although slightly higher in first cost, will hold nails securely for many years. When nails are driven into lumber of inferior quality it is much like driving nails into a sponge.

Lumber for roof sheathing must hold the nails that fasten the shingles to your house. Lumber for boxing on frame houses must hold nails that fasten the siding, insulating materials and door and window frames to the walls.

Good lumber for sub-flooring will hold the nails securely that fasten the hardwood flooring, eliminating the many squeaky spots so noticeable when inferior quality "No. 3" or "Red heart" boards form the underbase floor.

The investment value of your home will be greatly increased by using Goodfellow lumber.

Goodfellow Lumber Company

Ours is the Trade that Service Made

Natural Bridge at Goodfellow
ST. LOUIS

Women's Wear Market

(Continued from Page 11)

made than those produced elsewhere. St. Louis-Made garments at their somewhat higher price, made thousands of friends in many sections of the nation.

Since the war, the price level has been approximately the same here as it is in New York. It has been since that time that St. Louis manufacturers have expanded steadily and consistently, covering larger and larger territories and each year doing a greater volume of business. Now women's wear made here is sold in some of the leading stores of New York City and every large city of the East is covered by some of the St. Louis manufacturers.

The future of this industry is considered particularly bright in St. Louis. Business men of this city generally regard the development of this industry as one of the outstanding steps of progress the St. Louis market has made in recent years.

Douglas Williams, Formerly of Chamber Staff, Is Married

Douglas Williams, Advertising Manager of the Southwestern Bell Telephone Company, was married January 22, to Miss Katherine Francina Howell of Springfield, Missouri. Mr. and Mrs. Williams have taken up their residence at 346 Rosedale avenue, St. Louis.

Prior to his association with the Bell Telephone Company, Mr. Williams was director of the Publicity Department of the St. Louis Chamber of Commerce and editor of "Greater St. Louis."

Real Estate Company Removes To New Quarters

The Security Guarantor Realty Company, Inc., has moved its offices from the International Life Building to 110 North Eighth street, ground floor. This company is specializing in the development of the large South Side property known as Russell Park and located just three blocks west of Grand boulevard at 3400 south.



Financial Service for all St. Louis

SINCE its organization in 1890, the constant aim of the Mississippi Valley Trust Company has been to afford to St. Louisans the complete range of financial, fiduciary, real estate, and investment facilities—all in a single institution and under one roof.

To every individual, firm, or corporation in all St. Louis, our six well organized departments offer one or more valuable and necessary services.

COMMERCIAL BANKING—Checking Accounts, Lines of Credit, Drafts, Transfers, Foreign Exchange, Certificates of Deposit, Collections, Letters of Credit, Travelers' Checks.

SAVINGS—Interest at 3%, Compounded Semi-annually. New Year Get-Ahead Club, a Weekly Deposit Plan for Getting Ahead.

TRUST—Executor or Trustee under Wills, Agent, Guardian, Curator, Transfer Agent, Registrar of Stocks and Bonds, Trustee for Bond Issues, Coupon-Paying Agent, Escrow Agent.

INVESTMENTS—Municipal, Public Utility, Railroad, Industrial, Real Estate, and Government Bonds.

REAL ESTATE—Sales, Rentals, Agency, Management, Loans, Deeds of Trust for Investment.

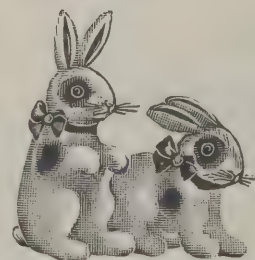
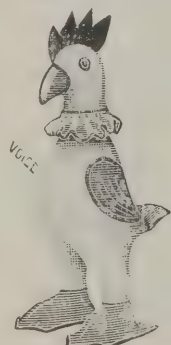
SAFE DEPOSIT—Safe Deposit Boxes, Storage Vaults for Silverware and other Bulky Valuables.

The Mississippi Valley Trust Company offers many facilities, but only one kind of service—efficient personal attention to the needs of all customers

MISSISSIPPI VALLEY TRUST CO.
Fourth and Pine



Organized 1890



When You Come to Market Don't Fail to See Our Lines of

EASTER NOVELTIES

All the latest up-to-the-minute domestic and imported popular-priced, quick-selling items.

SPORTING GOODS

The well known Goldsmith products; used and endorsed by both amateur and professional players.

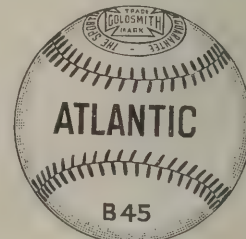
Our Catalogue G-243 Mailed on Request

FABRICIUS MERCANTILE CO.

WHOLESALESAERS OF GENERAL MERCHANDISE

1823 Washington Ave.

ST. LOUIS, MO.



Dry Goods Firms Expand

(Continued from Page 9)

Among leading dry goods firms now here are the following:

Art Embroidery Works, 1508 Washington; Baris, J., & Son, 1504 Washington; Bissell, J. R., D. G. Co., 1320 Washington; Broida Bros. D. G. Co., 1317 Washington; Butler Brothers, 18th and Olive; Carleton D. G. Co., Washington and 12th; Dress Goods Commission Co., 808 Washington; Ely & Walker D. G. Co., 1520 Washington; Epstein, Inc., H. & L., 1427-29 Lucas; Erlich, Phil., & Co., 1331 Washington; Ferguson-McKinney Mfg. Co., 12th and Washington; Gale-Sobel Co., 1121 Washington; Hirsch & Co., 801 Silk Exchange; Hurst-Zucker Neckwear Co., 1322 Washington; Lewis, O. J., Merc. Co., 1009-11 Washington; Lieberman, G. & Sons, 1325 Washington; Lippman, Jos. M., 1401 Washington; Lipshitz, M., Co., 614-16 N. 11th; Meyers, Edward M., 923 Washington; Missouri Jobbing House, 814 Lucas; Rice-Stix D. G. Co., 10th and Washington; Schwartz & Schwartz, 1321 Washington; Sherman, L. F., Co., 613 N. Broadway; Singer, Louis, Merc. Co., 810 Lucas; Stanger, H., Merc. Co., 1128 Washington; Todd, Lewis & Co., 1727 Washington; Voss & Stern, Silk Exchange Bldg.; Wardle, G. M., Co., 1312 Washington; Welek, Chas. F., & Co., Inc., 315 N. 10th; Whiser, S., & Co., 1128 Washington.

Witte & Umrath Hardware Firm To Move Next Month

The three-story and basement building at 910 Franklin avenue has been leased to the Witte & Umrath Hardware Company, who have been located in the neighborhood of Tenth street and Franklin avenue for fifty years.

After extensive alterations and improvements are made modernizing this building, the hardware company will move their business from the corner about March 1.

A Distinctive Cab for a Discriminating Public

What It Means to Call **5 4 0 0** When You Want a Taxicab

....DELMAR....

You are assured of a superior car, at rates that are no higher.

You receive service in which the driver has a personal interest.

Comfort Care Courtesy
COLUMBIA CAB COMPANY

"Every Columbia Chauffeur is a Stockholder"

What About Your Children's Future?

What would happen to your children if you were no longer here? Have you thought of the struggle they would have if deprived of the educational and other advantages you are now planning to give them?

A way to assure their educational and future welfare is to establish a trust fund with this sturdy old Trust Company. Under this plan a portion of your funds may be set aside to be used exclusively for the benefit of your children. The St. Louis Union Trust Company will invest the funds conservatively, pay income regularly, or devote it to such use as you may direct.

Such a trust will assure the fulfillment of your plans for the future of your children.

Our booklet, "*Safeguarding Your Family's Future*," explains the advantages of leaving money in trust, and how this Trust Company can serve you. We shall be glad to send you a copy.

ST. LOUIS UNION TRUST COMPANY

BROADWAY AND LOCUST

Affiliated with the First National Bank

American Central Insurance Company Begins Seventy-second Year

ENTERING its seventy-second year as an organized business institution, B. G. Chapman, Jr., President and Director of American Central Insurance Company, St. Louis' largest fire insurance company, predicts the coming year to be the most successful in the history of the Company.

American Central was organized in 1853, when no railroad extended west from St. Louis, and when St. Louis was the center of the thriving waterway commerce that made the insuring of marine cargoes the principal business of the new Insurance Company. The organizers were a group of St. Louis leading merchants and shippers.

The Civil War interrupted traffic routes north and south and the marine insurance business was materially lessened. American Central immediately turned its attention to Fire insurance, and the long honorable record of this St. Louis Corporation began.

Three events stand out prominently in this record of honorable service to policyholders.

In 1871 came the great Chicago fire in which American Central paid 100 cents on the dollar for every loss and had left a surplus of only \$1,313.

In 1904 came the Baltimore fire in which American Central paid losses in full amounting to more than \$400,000 without decreasing its surplus.

In 1906 came the latest great test of the stability of this company when American Central was called upon to and did pay \$1,786,065 to San Francisco claimants and was able to make a statement the following December 31st, showing a larger surplus to policyholders than ever before in its history, a fact which was made possible by the contribution of the stockholders of the Company of \$2,000,000 to the company's treasury, \$1,000,000 to capital and \$1,000,000 to surplus.

At the beginning of 1925 American Central has in force \$1,040,006,862 of Fire, Automobile and Windstorm insurance with assets of \$8,538,622.01. Its excess of assets over liabilities, including the cash capital of \$1,000,000, that is the surplus to policyholders, is \$3,148,345.90.

Property owners have come to regard the company's name as a synonym for sure insurance, for it has paid out in losses since its organization \$48,203,121.12. This reputation for dependability is not confined to any geographical section of the country. American Central is legally admitted and writes business in every state in the Union, the provinces of Canada and the territories of Alaska and Hawaii. New England mill owners buy American Central protection as confidently as do the farmers of the Mississippi Valley. Its policies are just as popular in the Provinces of Canada as they are along the Rio Grande, and even along the upper regions of the Yukon and as far away as the Hawaii beaches the American Central has agents who are proud of the fact that they represent such a company.

With its Home Office located in St. Louis its policies in force throughout the nation are a constant advertisement of its Home City, and the transaction of its business in St. Louis resulted in the actual expenditure in St. Louis last year of \$466,645.03.

The corporation is officered and directed by the following St. Louisans: B. G. Chapman, Jr., President; D. E. Monroe, Vice-President; Harold M. Hess, Secretary; Conrad Roeder, Asst. Sec.; Roy W. Smith, Asst. Sec.; Henry I. Rieman, Asst. Sec.; John F. Lee, Robert McKittrick Jones, F. O. Watts, A. H. Keller and W. A. Layman, Directors.

Nine Conventions Here Next Month

NINE conventions will be held in St. Louis during March, it is announced by the St. Louis Convention and Publicity Bureau. Conventions listed are as follows:

Health & Accident Underwriters Conference.....	Mar. 3
Missouri Egg & Poultry Shippers Assn.....	Mar. 15-17
National Food Show (Event).....	Mar. 16-27
Royal Arcanum Grand Council of Missouri.....	Mar. 17-18
Central Missouri Retail Lumber Dealers Assn.....	Mar. 24-26
Southern Illinois Retail Lumber Dealers Assn.....	Mar. 24-26
Northeast Missouri Retail Lumber Dealers Assn.....	Mar. 24-26
Southeast Missouri Retail Lumber Dealers Assn.....	Mar. 24-26
Mississippi Valley Kennel Club (Event).....	Mar. or Apr.



The Baldwin Piano

A Favorite in Cultured American
Homes for over 63 Years

Available in Grands and Uprights
and Reproducing-Pianos

To make the best pianos, regardless of cost, has been the ideal of the Baldwin Piano Company, from the beginning, and this ideal attained, has lifted the statement from a promise to a present reality.

"The History of the Baldwin is the History of an Ideal"

The Baldwin Piano Company

1111 Olive Street

Plans Completed for New Building of Roxana Corporation

PLANS have been completed for the new Shell Building to be erected at the northeast corner of Thirteenth and Locust streets by the Roxana Petroleum Corporation, which recently purchased the site through Mercantile Trust Co.

The building will be 12 stories in height, instead of nine, as was originally announced, and will occupy a commanding position where Locust street will join the proposed Memorial Plaza, and where it can be seen as far west as Theresa avenue.



New Shell Building

This will be the first notable building to be erected in connection with the Plaza project. A tower on the axis of the street will distinguish the structure. Exterior will be of Bedford stone or of special light brick with Bedford stone trimmings.

The type of architecture belongs to no particular style, but is a development of the structural requirements. The building has been planned with a special view to eliminating all dark corners and poorly lighted floor areas. The windows will be large, extending to within a few inches of the ceiling. Entrance lobby to the building itself will be at the east end of the Locust street front and will be richly decorated in marble, with a vaulted ceiling.

Specifications provide for high-speed elevators of the latest type. Entire equipment of the building will be first-class. While not the largest it will probably be the most complete and best appointed of any of the newer office buildings in St. Louis.

Approximately 50 per cent of the space will be occupied by the Roxana Petroleum Corporation, producer and distributor of Shell gasoline, and other petroleum products. The remainder of the space will be offered for lease to high-class office tenants through the Mercantile Trust Co., which is now receiving applications from prospective tenants. Negotiations are pending for several floors of the building for occupancy by representative concerns.

The building was designed by Jamieson & Pearl, architects.

Eskimo Refrigerator Moves To Larger Quarters

The Eskimo Refrigerator Company has closed a lease on the building at 815 North Ninth street. This building contains about 5000 square feet of floor space and will be used as a display and sales room. The building contains steam heating plant and lighting system.

The Eskimo Refrigerator Company is expanding due to the increased volume of business, their product being refrigerator display cases, counters for the butcher trade, and special refrigerators for hotels. Their factory and general office are located at 927-29 North Ninth street.



The rapid growth of the Yard-O-Meter organization is the greatest testimonial to the superiority of Yard-O-Meter in the measuring machine field.

This increasing demand from the dry goods merchants of this country has made possible and necessary the purchase of this large factory building.

Yard-O-Meter Corporation
St. Louis, Missouri

St. Louis Shoe Firms Lead the World

(Continued from Page 39)

Several of the organizations have their own printing plants, where work of almost any kind may be turned out. That of one company employs a staff of from 150 to 200 people, and prints, in addition to thousands of dealer helps, letter forms, order blanks and the like, about 150,000 labels a day for the shoe cartons just mentioned. Wrapping paper, also, is supplied, with the name of the dealer and the brand of shoes he carries printed thereon, and is sold at just what the paper would cost the dealer if purchased blank. In other words, the printing is donated to the dealer as a help.

Perhaps the greatest service the shoe industry of St. Louis has performed for the shoe merchant is in the standardization of styles, with its attendant benefits. In the manufacturing phase of the business, standardization has resulted in greatly increased output, with its consequent savings, with fewer losses from dead styles, with lower prices, and in elimination of the necessity of the merchant's ordering many months in advance in order to get his shoes when he needs them.

From the merchant's standpoint, stocks are reduced, the necessity of anticipating his needs is eliminated, thus enabling him to carry much lower stocks, and he can, in addition, keep up with style trends much more easily.

There are, on Washington avenue, St. Louis, the Shoe Street pre-eminent in the United States, floor stocks at all times of from twenty to thirty millions of dollars' worth of shoes. Retailers can thus know that their orders are in the majority of cases sent out the same day re-

ceived, for almost no order received is ever on numbers of which there is more than a mere temporary shortage, and in by far the greater number of instances, the shoes are on the way to the merchant within twenty-four hours after the order is received. To the merchant this means that he can fill in his stock as often as he likes, eliminating from his re-orders the slow moving numbers, and concentrating on a completely sized stock of the popular styles.

Having built up organizations that, by all odds, are able to fabricate shoes at the lowest possible cost, the St. Louis manufacturers are not content. Going one step further and selling them to the merchant under circumstances that are most favorable to a profitable business for him, is a part of the policy of every large St. Louis shoe house.

Everywhere, among store owners, merchandise managers and department heads, turnover is a vital consideration. Some manufacturers decry the practice of close buying, which is necessary for rapid turnover, and are still vainly trying to get merchants to buy a whole season's requirements six months or more in advance. St. Louis shoe manufacturers see in the new trend an opportunity to place merchandising as a whole on a much sounder basis, with less money invested and more money made.

In accordance with this vision, all of the manufacturers of "in-stock" shoes carry on the floors of their warehouses immense stocks ready for instant delivery.

WEBSTER COLLEGE

for
Young Women
and Girls

The Ideal School for
Your Daughter or Ward
*Empowered by the State
to Confer Degrees*

FOR

Illustrated Prospectus of College
Address the Registrar

FOR

Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE

Webster Groves - - - Missouri

Bell Telephone, Webster 1465

-job printing of the "better kind"

Letterheads Inserts Billheads
Envelopes Blotters Statements
Loose-leaf Sheets Office Forms

Telephone Main 3480

Buxton & Skinner
Printing and Stationery Company
On Fourth Street at Olive * * * * Saint Louis

GREATER ST. LOUIS



MARCH ISSUE



“The Best Balanced City”

A DELEGATION of Eastern business men who recently visited St. Louis expressed amazement at its wide diversity of manufacture. They called it “the best balanced large city”.

Only eight per cent of St. Louis labor is employed in its largest industry—the manufacture of shoes. Depression in any few lines cannot affect the city’s commerce as a whole. St. Louis has approximately 3,500 factories. But they are in something like 114 distinct lines.

Your factory located in St. Louis would *Ship from the Center—Not the Rim*. But equally important, the city’s widely diversified industry would insure stability of labor and production.

The story is more completely told in our free booklets, “St. Louis as a Manufacturing Center” and “St. Louis—the Home City”. Ask us to mail you one or both.

ST. LOUIS CHAMBER of COMMERCE
St. Louis, U.S.A.

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

March, 1925

Number 7

TABLE of CONTENTS

"WELCOME BROTHER!"	2
ST. LOUIS—GATEWAY TO THE EAST	5
DEATH OF M. L. WILKINSON	6
MEMBERSHIP DRIVE CONCLUDED	7
GOOD BUSINESS DURING MARKET SEASON	8
RETAILERS' CONVENTION HIGHLY SUCCESSFUL	9
"GOOD WILL" TOURISTS RETURN	10
BUSINESS SHOWS IMPROVEMENT	11
ANNEXATION ADVANTAGES	12
By Carl B. Dietrich	
THE BUSINESS SITUATION	13
By Archer Wall Douglas	

OFFICERS

W. PALMER CLARKSON, President.
MELVILLE L. WILKINSON, First Vice-President.
CARL F. G. MEYER, Second Vice-President.
BAXTER L. BROWN, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLEN DY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER	E. D. NIMS
JOHN H. GUNDLACH	HARRY F. STIX
HAROLD M. HESS	JOHN B. STRAUCH
LOUIS F. LUMAGHI	F. W. A. VESPER
ROBT. L. NIEDRINGHAUS	LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN	MORTON J. MAY
IRVIN BETTMANN	JULIUS SEIDEL
WILLIAM R. COMPTON	*R. T. SHELTON
*F. ERNEST CRAMER	HOWARD V. STEPHENS
W. H. ELLIOTT	*O. L. SWANZEY
J. H. FARISH	L. A. VALIER

W. L. WIMMER

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman
R. S. Rauschkolb, Secretary.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
Emil Ritter, Jr., Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. of C. BUREAU—
Theodore Fleming, President;
Dwight Holmes, Secretary.
MEMBERS' CONFERENCE—R. T. Shelton, Chairman
W. Scott Hancock, Vice-Chairman.
MEMBERSHIP—W. S. Cummings, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter C. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—O. L. Swanzeay, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

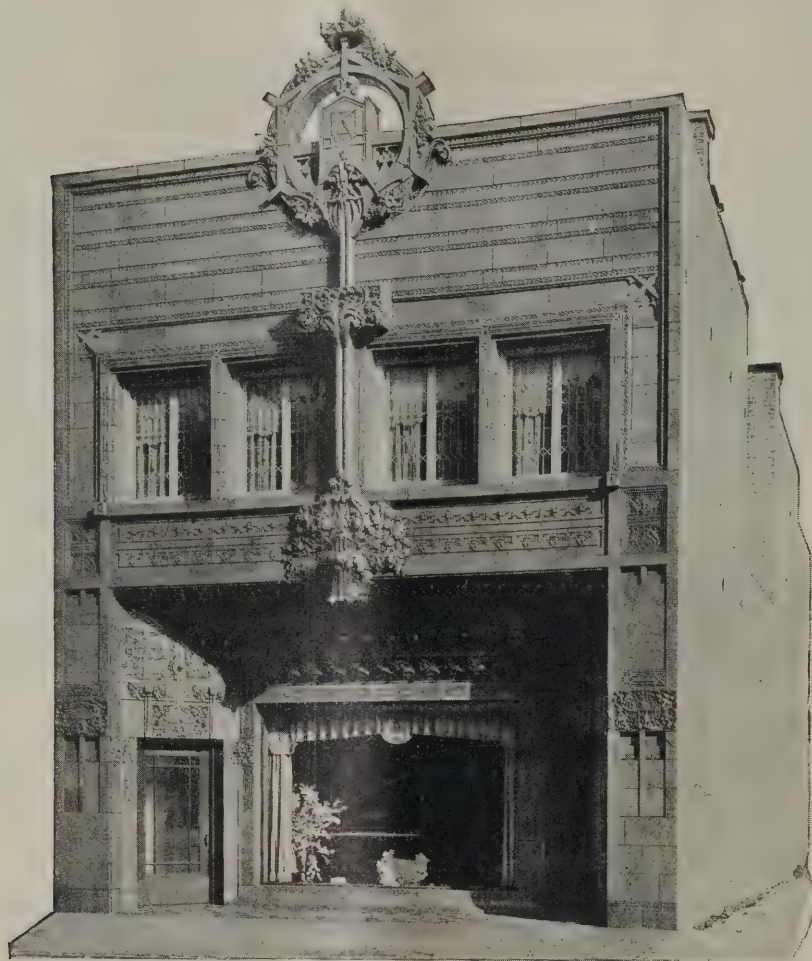
Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



(Krause Music Store and Residence, Chicago. Wm. C. Presto and L. H. Sullivan, Architects)

The Beauty of Terra Cotta is Everlasting

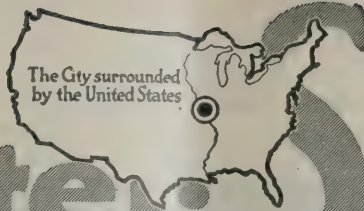
The grandeur of marble, fashioned by a master hand, can alone compare to the beauty of Terra Cotta. Yet all the intricate, artistic designs shown above were fashioned and finished in Terra Cotta at one-tenth of marble's cost.

When you build—think of Terra Cotta, the everlasting. Give full expression to your individuality—in Terra Cotta, the artistic. Combine utility and dignity—in Terra Cotta, the beautiful. There are no restrictions of form or color to Terra Cotta.

The Terra Cotta Service Bureau, 128 N. Wells St., Chicago, Telephone Dearborn 4251, is not a selling organization. It has nothing to sell. Its purpose is to acquaint architects, contractors, builders and property owners with the beauty, the economy and the value of Terra Cotta. Its services are free. Its representatives will gladly call upon request.

Build with TERRA COTTA for Beauty

Greater St. Louis



Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association

Volume 6

March, 1925

Number 7

St. Louis—Gateway to the East

BY W. PALMER CLARKSON,
President, St. Louis Chamber of Commerce



ST. LOUIS—with its 27 railroads—long recognized as one of our Nation's important terminal points, will now become the chief passenger gateway between the East and the Great Southwest.

Three foremost railway systems have announced that next month they will each add a superbly equipped train leaving St. Louis in the early forenoon for Washington, Baltimore, Philadelphia, Boston, and New York, and arriving next forenoon—as explained in detail elsewhere in these pages.

The importance to St. Louis of these new trains must not be overlooked. In the past, thousands of through passengers have chosen other routes to the East because of slow connections at St. Louis. They have not liked the idea of arriving here by 8:30 a. m. and waiting until noon to continue their journey; too short a time for business—too long a time to wait. Hereafter, they can continue their journey about 9:00 a. m., arriving in New York next morning. A ten-day stop-over privilege, for those who desire to stop in St. Louis, is in effect on all of these trains, going in either direction—as is true of other trains running between Southwestern points and Atlantic Coast cities.

We congratulate St. Louis on being thus signally recognized by these great railroads; and we also congratulate the roads on their foresight in their increased recognition of St. Louis as a center of production and distribution.

Years ago the Traffic Department of this Chamber initiated the Freight Package Car System, by which miscellaneous packages are sealed in a car and rushed to a central distributing point, like Denver or Atlanta; and there are now more than 1,000 such cars leaving St. Louis daily, practically on express time. This means a vast service to distant customers of our jobbers and manufacturers.

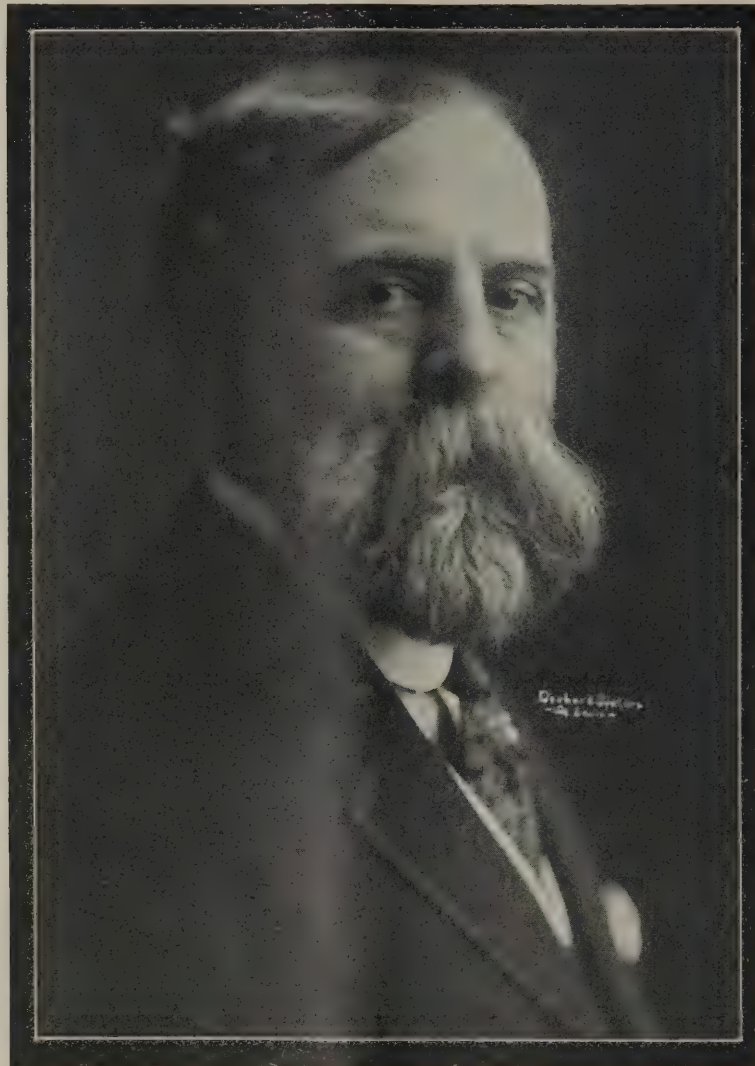
Now, we shall have daily three superb passenger trains, which, with those already in operation, will give us a service unsurpassed in any portion of the country.

"Straws show which way the wind blows"—and this latest move is a *big* straw! St. Louis is prospering, not as a "boom-town", but in a steady dignified way that spells SOLIDITY, and PERMANENCY. Our \$87,000,000 Bond Issue improvements are well under way; and our city limits will soon be extended to include our city. We have much for which to be thankful.

Let us, one and all, keep our shoulders to the wheel of progress and let us demonstrate to these great railroads that we appreciate the confidence they are showing in the future of "The City Surrounded by the United States".

Death of Melville L. Wilkinson

*Board of Directors Issues Statement on Passing of
Great St. Louisan, Who Was Our Senior Vice-President*



Melville L. Wilkinson

Statement of the Board of Directors

WE are shocked by the sudden death of one of St. Louis' most valuable citizens—Melville L. Wilkinson, Senior Vice-President of the Chamber of Commerce. His loss will be felt not alone by the business of which he was the directing genius, but the many civic, religious, and benevolent organizations upon which his time, his energy and his wealth were lavishly bestowed.

Here was a man who succeeded in business without departing from the Golden Rule; whose employees and competitors alike respected him in the highest degree; whose life from every angle was an inspiration to all with whom he came in contact; who regarded business as a semi-public service, in which his high ideals could be kept unsullied; as a vocation which could be followed in such fashion as to win the esteem of the entire public.

He was a man of vision and foresight. As one example of this, while in earlier days he personally superintended each detail, as the firm expanded, he realized that this could not continue. He therefore delegated the active management to an Executive Committee, which for the past few years has been in direct charge, while he has acted in a supervisory capacity. Thus, through his foresight, even his untimely demise will not check the progress of the great business he

has built up; while the ideals he has instilled in his employees will last throughout their lives.

The Chamber of Commerce will feel his loss keenly, for he has long been one of its principal supporters, and has served on the Board of Directors continuously for many years. For the past four years, and up to the time of his death, he was Senior Vice-President of the Chamber. Several times he has been urged to accept the Presidency, but always declined because of his many other duties.

Melville Wilkinson was a man who wanted no applause, no reward for his work for his community. He loved to do things for the good of his fellow men. He mingled with them; he "stood on no height, to gaze down". Satisfaction in accomplishing things that would serve others was his reward. His successes were never won ingloriously—his defeats were never without honor. His duty was always well done, with the interests of the public ever in mind. This world is a better world that such a man has lived in it.

This statement unanimously approved by the Board of Directors in special session Monday, March 16.

W. Palmer Clarkson, President.

P. V. Bunn, General Secretary.

Chamber's Membership Campaign Ends With 300 New Members Secured

Team Workers Called on Many Firms and Individuals, Impressing Upon Them Vast Importance of Chamber's Work—Many of These Will Join Chamber at Later Date



Final Luncheon of Drive

WITH approximately 300 new members brought into the Chamber of Commerce during the membership campaign just ended, it is felt that results were achieved which are going to be of benefit in carrying on the program of work this organization is engaged in, to help bring about a greater and better St. Louis.

The campaign extended over one month, from February 11 to March 11, and was quietly conducted, with a group of team workers, captains and managers taking part. Each of these workers gave conscientious service, often at the expense of their own private enterprises, and the entire city owes them a debt of thanks for the civic enterprise and spirit they showed throughout the campaign.

The number of new members brought into the Chamber during the campaign is not the greatest benefit this organization received from the drive. Hundreds of business and professional men and women of the city, through the efforts of the workers, were made cognizant of the work the Chamber is doing and the civic reawakening which this realization is certain to bring about on the part of many of these, doubtless will have its result.

Scores of firms and individuals called on by the workers have said they will welcome the opportunity of joining in the Chamber's work at some later date and members of the Membership Committee of the Chamber, an organization of men and women who serve without remuneration of any sort and who regularly receive and pass upon applications for membership in the Chamber, will keep in touch with these.

W. S. Cummings, Vice-President of the Comfort Printing and Stationery Company and Chairman of the Membership Committee of the Chamber, supervised the campaign, in conjunction with J. A. McNamara, Secretary of the Membership Department.

Although no particular effort was made to call attention to the campaign in any great measure, many citizens voluntarily assisted in informing St. Louisans generally of the importance of the work the Chamber is doing and urged that proper support be given this organization in its activities.

Among these were Mr. C. S. Yost, Editorial Director of the St. Louis Globe-Democrat; Mr. Tom Rogers, Editorial Writer of the St. Louis Star; Mr. Nels E. Anderson, Editorial Director of the St. Louis Times, all of whom wrote splendid editorials endorsing the Chamber as an alert, progressive institution, without which the city could ill afford to do; the Stix, Baer & Fuller Dry Goods Company, which requested a speaker to deliver an address over its broadcasting station, W C K, telling of the Chamber's work and the Comfort Printing Company, which paid for an advertisement run in the Globe-Democrat, urging St. Louisans to identify themselves with the work the Chamber is doing.

All of the newspapers from time to time published articles on the progress of the campaign and many other firms, individuals and agencies, which lack of space does not permit mentioning, contributed valuable assistance in helping the team workers make their solicitations more effective.

(Continued on Page 28)

Wholesale Firms Report Great Volume of Spring House Business

More Merchants in Market During Week of American Retailers' Association Than in Any Previous Week in History of City—Salesmen Now on Road with Advance Fall Lines

WITH a highly satisfactory spring market buying season just concluded, wholesale houses and manufacturing firms of St. Louis already are booking advance fall business and indications are that the advance fall business of 1924 will be vastly exceeded. In addition to the advance fall business, a great immediate spring business also is being done and the entire volume of the various firms for the first three months of this year is far ahead of the same period last year.

Several Washington avenue records were broken during the spring market buying season just ended. One of these was the greatest number of buyers in the market at one time, which took place during the week of the American Retailers' Convention, than at any previous like period in the history of the market. Generally, during the spring season, wholesale firms reported a greater volume of business than had been planned for.

The spring market buying season began the latter part of January and continued through February. In this time, many merchants made two trips to market, having been forced to make a return trip because they had not bought heavily enough to meet the demand they experienced upon their return home. It was observed also, that most merchants were buying for a longer period ahead and in greater quantities, this being even more noticeable in the advance fall buying now going on.

Buyers from every state in the nation were in the market at various times during the spring buying season. Large shipments of St. Louis made goods were made to every section of the United States, many of them to large stores in New England and eastern cities.

"The market season was highly satisfactory and demonstrated what every one knew to be true—the need for merchandise of all kinds," Aaron S. Rauh, vice-president of the Rice-Stix Dry Goods Company, said. "St. Louis firms had anticipated this condition and had prepared accordingly. As a result, the reputation of this market as one of the most complete in the nation, where every need can be filled at any time, was enhanced greatly.

"The lack of advance buying on the part of retail merchants made necessary extensive purchases and since, we have noticed, there has been a considerable loosening of the conservative attitude many merchants had at the beginning of the season. This is reflected in the manner in which merchants now are anticipating their summer wants and, generally, the conditions now are changed radically from those of a year ago.

"At that time, the stocks of retailers, wholesalers and manufacturers alike were large. Then, wholesalers were able to secure from the manufacturers any quantities of merchandise in sufficient time to get it into finished, merchandisable form. This condition, of course, made it possible for the retail buyer to buy on a 'hand-to-mouth' basis successfully.

"But the situation now is entirely different. The stocks in the hands of manufacturers have vanished entirely and from 60 days to six months now are required to get delivery on many lines. Naturally, with such a situation prevalent, the retailer must fill his needs some time in advance, to insure his store having wanted goods at the right time.

"We are anticipating excellent spring and summer business. Good prices prevail on all farm products and there is

certain to be a satisfactory range of prices on growing crops. Combining this with the low stocks of merchants that still exist throughout the United States, there should be a continuous demand for merchandise of all kinds. This improved condition will be reflected in the "lessening of unemployment in the industrial centers also.

"Such lines as we have shown for fall delivery, are being bought in a liberal way. Prices on these lines are attractive, there was little carry-over of fall stocks from last year.

"All fundamental conditions are sound and we expect the entire year to be productive of very satisfactory results."

E. P. Cave, vice-president of the Ely & Walker Dry Goods Company, said that firm also experienced a satisfactory volume of spring business. Mr. Cave said the advance fall business being done by his firm is one-third ahead of the volume done for the same period last

year and that the immediate business is good.

"A number of merchants have made several trips to market since the beginning of the spring season, making extensive purchases," Mr. Cave said. "We have found that merchants generally have gotten into the habit of coming to market several times a year instead of just coming to the city for the regular seasonal market buying periods and that there is a considerable volume of house business going on constantly.

"This practice has gradually become more and more noticeable, since present-day merchandising demands that merchants keep in closer contact with markets and with the various tendencies in the different lines they carry."

George W. Adams, a director of the Carleton Dry Goods Company, said the vast business done by that firm during the spring buying season had justified the extensive preparations the firm had made. Stocks throughout the house had been brought up to a point where they were more comprehensive than ever before in the firm's history and that in every department further purchases were made necessary from time to time to keep the stocks complete, because of the demand for goods which the firm experienced.

S. H. Curlee, president of the Curlee Clothing Company, stated that the volume of business done by his firm this spring had been greater than any previous spring business in the

Wholesale Business Improves

MANUFACTURERS and wholesalers report a substantial increase in business for the spring season just ending and for summer and advance fall business, just beginning.

This improved condition demonstrates emphatically the bettered situation particularly in the St. Louis trade territory. It shows also that merchants have confidence in the future because of heavy purchases they are making for delivery in the fall months.

St. Louis firms by preparing adequately for the gigantic business they transacted, showed their confidence in our trade territory and enhanced the reputation of this market as the most complete in the United States.

American Retailers' Convention, Here Last Month, Most Successful Held

Hundreds of Merchants, from Many Sections of United States, in Attendance—Attendance at Conventions Expected to Grow Constantly



Luncheon Meeting of Retailers

THIRTY of the forty-one states carrying memberships in the American Retailers' Association were represented at the third semi-annual convention of the Association held here last month. The total registration at the convention this year far exceeded that of any previous registration, and is indicative of the growing interest retailers throughout the United States are taking in this forward looking movement, which seeks through semi-annual conferences to assist retail members in becoming better merchants.

The committee on local arrangements spared no effort in providing for the comfort and enjoyment of members attending the convention. A booth was installed at Union Station where retailers could secure information upon stepping from the train, not only about the convention but on matters of interest pertaining to St. Louis as a whole. The booth was beautifully decorated and bore the legend "Welcome to St. Louis—American Retailers' Association".

On Monday, February 9th, beginning promptly at 8:30, members registered on the sixteenth floor of the Statler Hotel. Upon registering, the member was presented with an envelope containing a program of the educational sessions, tickets for the educational sessions, the banquet and luncheon, an identification badge and a copy of "Greater St. Louis", the organization's official magazine, which contained the program of the convention and a number of articles on Better Merchandising. Tuesday noon, a joint luncheon meeting of the Association and the Advertising Club of St. Louis was held in the Ball Room of the Statler Hotel. One of the strongest addresses ever delivered at any of the Asso-

ciation's Convention Meetings was that of Right Reverend James E. Freeman, Bishop of Washington, D. C., who spoke at this luncheon on "The First Line of Defense". Dr. Freeman is a finished orator and his message was not only inspirational but was filled with sound facts that could be used by every citizen in improving his own personal life, as well as enhancing his value to the community as a citizen.

Immediately following the luncheon, the educational sessions opened with James W. Fiske, Merchandising Counsel for the Journal, Milwaukee, Wisconsin, on the subject of "Making More Money in Retailing". The other speakers for the afternoon and their subjects were: R. T. Whitnah, Display Manager of the Crosby Brothers Store, Topeka, Kansas, on "The Importance of Window Display". S. P. Preston, Editor of the Gillespie News, Gillespie, Illinois, on "Making Newspaper Advertising Pay".

Then the local committee on arrangements undertook an experiment which proved well worth while. Educational sessions were conducted Tuesday evening. In spite of the inclemency of the weather, the Ball Room of the Statler was filled, to hear the following speakers:

E. U. Berdahl, Secretary-Treasurer of the South Dakota Retail Merchants' Association, on "Unseen Losses, Why They Exist, and How to Prevent Them".

R. C. Dolbin, Superintendent of the A. Harris Company, Dallas, Texas, on "Ways and Means of Building an Efficient and Loyal Store Organization".

(Continued on Page 32)

"Good Will" Tourists Return After Successful Latin-American Trip

Delegation, on Third Chamber Tour of Caribbean Sea District, Visited Cuba, Panama, Costa Rica and Jamaica



Start of the "Good Will" Tour

SEVENTY-EIGHT persons made up the third Caribbean Cruise party from the St. Louis Chamber of Commerce, and as many more who wanted to go were disappointed by reason of the ship used not having a greater capacity. These good will tourists returned recently after having enjoyed their trip to the utmost, congratulating President Clarkson upon his initiative and activity in arranging such a delightful outing.

The travelers left St. Louis February 18 on a special train over the Illinois Central, and sailed the 20 from New Orleans on the United Fruit S. S., Cartago for a cruise to Cuba, Jamaica, Panama and Costa Rica.

At New Orleans the men of the party were given an interesting and instructive trip around the harbor by courtesy of the Dock Board, and the ladies were delightfully entertained at tea at the Patio Royal by Mrs. Carl F. G. Meyer, wife of the Vice-President of the Chamber. Mr. and Mrs. Meyer were in New Orleans in connection with the recent acquisition by the Meyer Brothers Drug Company of an additional firm there.

One of the pleasing features of the trip upon departure of the Cartago from New Orleans was the numerous letters and telegrams of greetings and presents of flowers and sweets sent members of the party by friends from St. Louis and other points. The decks of the ship up to sailing time presented a scene of great activity, with messengers moving about everywhere trying to locate those for whom last-minute remembrances had come.

This phase began, in fact, at Union Station, in St. Louis, at departure time, and continued on the train, where Mr. Vincent Gorley of St. Louis, who accompanied the party as far as New Orleans, supplied flowers for each lady aboard and buttonhole "decorations" from his green houses for the gentlemen.

Then when the steamer moved out it was discovered that there were a number of mysterious packages aboard for the party as a whole. One of these upon being opened was found to

contain a beautiful case for each of the ladies, in which were a bottle of perfume, another of toilet water, face powder, and other articles of a similar character, most attractive and highly appreciated. It was presented by Mr. Carl F. G. Meyer and Mrs. Meyer. Others of the boxes were from Mr. F. W. Seward, Treasurer of the National Candy Co. of St. Louis, with a large selection of choice candies which were from time to time passed about by the deck boys with the compliments of Mr. Seward, a member of the party, and greatly enjoyed by all.

The Cartago, assigned exclusively to the St. Louisans, and gaily decked out for the occasion, sailed ahead of its usual departure time, and was the home of the party for 18 days, except for their occasional stays overnight on shore. A sea of extraordinary calm and beauty made the voyage most pleasant, and entertainment of an unusual character aboard and ashore is still being commented upon by the travelers.

At Havana the United States Ambassador, General Enoch H. Crowder, greeted President Clarkson at the gangplank and remained with the party practically the entire time of its stay in the Cuban capital. He was the guest of honor at two luncheons, one at the Oriental Park Jockey Club and another on the Hotel Sevilla-Biltmore roof. At the former, upon being introduced by President Clarkson, he spoke with much feeling of his pleasure in seeing so representative a party from his native state. In his remarks at the luncheon President Clarkson surprised General Crowder by notifying him of his election as an honorary member of the St. Louis Chamber of Commerce. There are only four such members, Hon. D. R. Francis, Robert S. Brookings, General John J. Pershing, and, now, General E. H. Crowder.

Mardi Gras festivities, witnessed also at New Orleans, were in progress at Havana, a colorful celebration greatly enjoyed by the visitors. The three-day stay was one of almost constant activity, an outstanding feature being the special

(Continued on Page 27)

First Quarter of 1925 Shows Gains Over Same Period of Last Year

Leaders in All Lines Report Satisfactory Outlooks for Remainder of Year and Anticipate that Considerable Increases over 1924 Will Be Shown

C. R. D. Meier, President, Heine Boiler Company: "1925 has started with a steadily increasing volume of business as far as we are concerned. Many different industries are represented in the new business we have secured. Among them are office buildings, schools, dredge boats, paper mills, bleacheries, woolen mills, electric light plants, gas plants, and steel mills. This diversification would seem to indicate that business is improving in all lines. The largest individual orders we have received so far this year are from two large steel plants, in one case for 10,000-boiler horse-power and the other case for 9,000-horse-power. All together, prospects for 1925 are very encouraging from our point of view."

A. S. Frampton, Vice-President, Hudson-Frampton Motor Car Company: "Our volume for the first part of 1924 is just about the same as last year. Last year, however, we had the advantage of just introducing a new model with all our dealers' stocks deplete, so they naturally had to fill up. This year they carried over from last year fair stocks, so in talking about the same number of cars, they are really doing very good."

"We expect a very large increase the remainder of this year in comparison with the same period last year. The same things affect our business which affect general merchandising in St. Louis, namely, crop conditions, employment in the coal fields, cotton crop and general employment throughout our manufacturing district. In short, if the people living in our territory are making good money, they will buy automobiles. If not, a great many will continue to drive their old cars."

R. J. Russel, Vice-President and Secretary, Century Electric Company: "Although buying for industrial equipment has not yet assumed large proportions, as a whole the orders received so far this year are quite satisfactory. Based upon trade reports and the reports of twenty-nine branch office managers, we are entertaining the opinion that during at least the first half of this year we may expect a good demand for motors and fans. It is a little too early to prophesy with any degree of accuracy just what the latter half of 1925 has in store for electric motor manufacturers but we see nothing on the horizon at this time indicative of other than a fair demand all the year."

G. L. Thorpe, Office Manager, Chevrolet Motor Company: "Business is in a healthy condition, and we anticipate an increase in volume. All conditions point to a larger year than last, due principally to the demand for more cars in our price field. We experienced a greater volume of business at the New York and Chicago Shows than ever before in the history of the Chevrolet Motor Company."

Joseph Meisel, Herkert & Meisel Trunk Company: "The year of 1925 has opened up satisfactorily. We have not had a big increase in sales, but have had an increase in January, and also expect one in February. We do not know what the outcome will be for the balance of the year, but we are going to work hard to increase our sales each one of the ten following months. We believe that our prices will have to be increased very shortly, as leather and most raw materials which we are purchasing seem to be advancing."

Frank R. Tate, President, Tate Motor Company: "Our 1925 business for January was very much larger than it was in 1924, and so far for February it is almost double the volume of a year ago. Our total volume of gross sales for the year 1924 was \$385,000 greater than it was in 1923, and judging from the prospects in sight and interest shown in our product, we fully believe that we will increase our volume for 1925 by at least \$500,000 gross business."

B. S. Thompson, Vice-President, Hoyt Metal Company: "1925 has not opened up as great a volume of business as the year 1924, and we do not expect for the first six months to show any gains over last year; in other words, we have lost out on some business, especially in the eastern end, and do not believe that 1925 will be equal to 1924."

R. E. Loff, Manager, Heywood-Wakefield Company: "So far this year, business or rather orders received are about 40% ahead of the same period last year. Indications are that during the remainder of the year we will continue to show vast gains over last year. Our reed and fibre furniture line has been selling beyond all expectations, and it seems the people throughout this territory are demanding better grades of this line. There has also been a strong demand for our line of Children's Carriages and Go-carts. Some of this demand is probably caused by the national advertising campaign that we are carrying on at the present time in leading magazines. Many new theatres and auditoriums have been built in the St. Louis territory, or are being contemplated, and we have been receiving an unusually large share of business with these lines. Particularly in St. Louis and vicinity, we have been extremely busy with theatre seats, having made many sales, and our installation men are being kept busy night and day completing jobs."

H. W. Geller, President, Geller Ward & Hasner Hardware Company: "Business in our line has improved considerably over the same period of last year. This year we are starting with an advancing market, whereas we had declines to face last year. We also show an increase in sales in January over January of last year. We expect the remainder of the year,

(Continued on Page 26)

Outlook is Satisfactory

EXECUTIVES of leading firms of the city, reporting on conditions as they have experienced them, bear out what was foretold at the beginning of the New Year—that business generally would experience acceleration in the spring months.

The consumer demand in practically all lines is increasing noticeably and, naturally, this is reflected in increased activity among manufacturers and distributors.

Particularly is betterment of business noticeable in the St. Louis trade territory, where the bettered agricultural situation has been of tremendous benefit.

This condition, coupled with the improved situation in the industrial and manufacturing centers of the district, is certain to gradually bring about constant improvement.

Merger of City and County Fundamentally Important to Both

Advantages of Extension of City Limits Set Forth in Prize-Winning Essay of Junior Chamber of Commerce Contest

By Carl B. Dietrich,

Advertising Manager, Fred Medart Mfg. Co.

THE interests of St. Louis County and St. Louis City are so inextricably interwoven that the extension of the city limits to include the entire county is fundamentally important to both. The problem of bringing about such a united commonwealth is the most important question before us at the present time, and the sooner the merger is brought about the better it is for our future progress.

The growth and prosperity of St. Louis and contiguous territory is dependent upon local industries. Centrally located as we are in the richest nation in the world, it is but natural that business interests should desire to locate in or near St. Louis. This enviable position of St. Louis is, however, limited, and this limitation deserves our immediate attention as it threatens our future growth and prosperity. This limitation is one of territory, a deficiency readily corrected through annexation. Manufacturers must have plenty of room for expansion into contiguous and low-priced land desirable from the standpoints of water supply, fire and police protection, low tax and insurance rates, cheap power, and sufficient civic and communal facilities to promote and safeguard the employees mentally, physically and morally.

St. Louis has provided within its boundaries the very essentials conducive to industrial growth, but lacks sufficient area to guarantee unfettered growth. The larger industries will hesitate to locate in a community in which one can already feel the effects of rapidly approaching land shortage: rising real estate costs, high and still higher rent, shortage of home sites, traffic congestion. Rival communities foresighted enough to have extended their boundaries sufficiently to delay this land shortage for decades, are now forging ahead of St. Louis, and are even threatening to deprive us of our most rapidly growing industries.

St. Louis County, with its 487 square miles, can, from the standpoint of territorial possibilities, support industries capable of furnishing a livelihood to a population greater than that of any city today. Yet, today, with a population of only a hundred thousand, St. Louis County is already facing serious problems the solutions to which are seemingly dependent upon the assistance of the City of St. Louis. The problem of adequate sewerage facilities is indeed serious. With the River des Peres the natural outlet for such suburbs as Clayton, Richmond Heights, Maplewood, and University City, the City of St. Louis is confronted with sewerage problems not its own, but ungenerously passed over to it by these neighbors. And added to this are the unsanitary conditions existing in the County, a menace to the health of St. Louis. Short of funds wherewith to build proper sewers, and unable to collect sufficient funds through taxes, these communities resort to cheap construction which will only have to be built anew within a decade or so.

A problem no less serious is that of inadequate fire protec-

tion and lack of water. Existing facilities in communities such as Kirkwood and Webster Groves would not be able to cope with a conflagration covering considerable areas, and such a danger is at all times imminent in districts covered with frame houses. The water supply in such cases would be inadequate; in fact, the County water supply is already insufficient for its regular needs, not mentioning unusual emergencies such as widespread conflagrations would entail. It is not unusual for

St. Louis fire departments to cross the line into the County to help put out small fires, and then find the trip of no avail because of water shortage. And it is also not a rare occurrence for citizens of neighboring communities to carry drinking water home from St. Louis.

There is also the problem of obtaining adequate funds. Tax rates in County communities are now from 20% to 40% higher than those of St. Louis, and even at such rates funds are insufficient for civic improvements urgently needed. A merger with St. Louis would give these communities a far lower tax rate and very much more for each dollar paid toward civic improvements. St. Louis, with a lower tax rate, is called upon to supply suburban dwellers with the free use of its parks and playgrounds, streets and driveways, libraries and museums. No city can expect to finance itself with funds obtained

through taxation on personal property alone. Where industrial establishments are few or absent, the problem of taxation is certain to become a serious burden for home owners. Taxation on producers of wealth—industrial establishments—relieves the home of excessive taxes, but where no industry is present to be taxed and thus bear the burden of city government and civic development, taxes on homes become prohibitive. This is the condition existing in the County communities today, a problem which cannot be solved as long as these towns remain predominantly home communities.

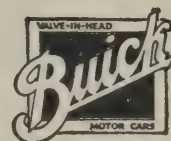
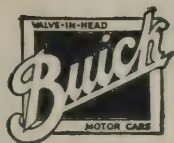
At the same time, insurance rates are considerably higher in the County because of the shortage of fire and police protection, inadequate water supply, unsanitary sewerage facilities, and other factors. Insurance rates vary from 20% to 200% above the same rates in St. Louis. Thus an industry located in adjacent suburban communities must add to its cost of production the much higher insurance rate, beside higher tax and water rates. That large industries hesitate to locate in St. Louis County is only natural, and as long as present discouragements exist there will be little hope of attracting manufacturers to this community.

Our sound argument "Ship from the Center and not from the Rim" falls on deaf ears as long as St. Louis cannot guarantee cheap and unlimited sites to industries located elsewhere or about to start business. We advertise our bond issue of \$80,000,000 as a great civic accomplishment, but fail to see that this expenditure is not producing the prime essential

Essay Wins Wagner Cup

THE Hugh K. Wagner Cup was given to the Junior Chamber of Commerce by Mr. Wagner, to be awarded the member of that organization who prepared the best essay on any phase of the expansion or improvement of the City of St. Louis. The cup is to be awarded each year, being a passing cup.

Carl B. Dietrich, who has been active in Junior Chamber work for some time, won the cup this year with his essay, which comprises the accompanying article, on "The Need for Expansion". W. Palmer Clarkson, president of the Chamber of Commerce, Mr. Wagner and A. L. Bostwick, Librarian, were the judges in the contest.



Why
there are more
than a million Buicks



Public Confidence in Buick

The American public has found its confidence in Buick motor cars justified and increased by every Buick it has bought—and it has bought more than a million—the last 350,000, 4-wheel brake Buicks.

Jakes-Buick Auto Co.
Kirkwood, Mo.

South Side Buick Auto Co.
3456 S. Grand Boul.

Kuhs-Buick Auto Co.
2837 N. Grand Boul.

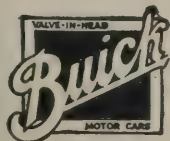
E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

West Side Buick Auto Co.
Kingshighway and McPherson

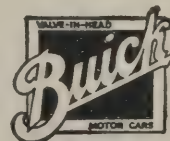
Schnure Motor Co.
2938-50 Olive Street

East Side Buick Co.
326 N. 10th St., East St. Louis, Ill.

Vesper-Buick Auto Co.
Lindell at Grand



WHEN BETTER AUTOMOBILES ARE BUILT,
BUICK WILL BUILD THEM



All Fundamental Conditions Are Sound, Archer Wall Douglas Writes

Agricultural Communities Face Immediate Future with Greater Resources, Larger Buy- ing Power and More Resourceful Planning

THE business situation still presents the singular contradiction of fundamentally sound conditions coupled with widespread optimism as to the future, yet with buying by dealers and consumers largely confined to immediate needs.

Those who prophesied immediate and abounding prosperity because of the record breaking course of the stock market are

about at the end of their rope, since over four months of rising prices and of unprecedented sales of securities have gone by with no corresponding reflection whatever in the course and nature of commercial business. There is a homely saying that all signs fail in dry weather, and by the same token, all would-be infallible economic barometries of activities go wrong at this time because of the prevailing conservatism among consumers in all sections of the country, regardless of how promising local conditions may be. It is not a new phase, and will run its course and gradually drift into an increasing volume of business. The common sense of the multitudinous many knows full well that there is no reason for higher prices in most commodities, and that potential supply is far ahead of any likely increase in demand. Moreover, the country merchants realize that they have been too liberal in their credits in the past, and have thereby given incentive to much unnecessary buying which is now reflected in bad credit conditions in some localities. So, they are tightening up in their terms, regardless of possibly somewhat smaller sales for the time being. Meanwhile

matters are progressing well on the whole on the countryside, where plowing and planting for the coming harvest go steadily northward each 24 hours. The soil is generally in the best of conditions, being soaked with moisture in practically all sections save a rather wide strip from Southern California to the eastern borders of Texas where rain is needed for growing winter wheat and oats, and for the planting cotton which is now close at hand. Winter wheat came through the winter with but little damage, and entered the trying month of March in excellent shape. Prices of livestock are advancing to higher levels that probably will last for some time. The agricultural community, as a whole, faces the near future with greater resources, larger buying power, and more resourcefulness and intelligent planning than for many years. Besides the cooperative spirit among farmers is only in its infancy, and is destined to attain far greater results than have been yet registered.

Eras of pause and apparent hesitation, such as that through which we are now passing, are nearly always the prelude to extended periods of progress and constructive action which are slowly evolved as the result of long years of stress and trial like unto those from which we are now emerging. This is marked in soft coal mining where the prevalence of

impossible conditions seem to be slowly working out its own cure, which largely consists in the simple formula of the control of output, as exemplified in the mining of practically all the metals. The non-union coal mines, because of lower costs of productions, are gradually getting the business, resulting in a steadily decreasing output of the union mines, especially in

Illinois, Indiana and Ohio. What seems to be needed is steady operation of the most efficient and most economically run mines, and that can come only from definite collective control and greater team work among the mine operators. The drift of events seems steadily tending to some solution of that nature. This tendency will get renewed impetus as the price of oil continues on that upward grade which is just beginning, and as it also becomes more evident that there are a number of uses for fuel where coal is more practicable, or more economical than oil.

Another fundamental and far reaching tendency is that of the decentralization of the great city, not only for the good of the entire country, but equally for the well being and perpetuity of the metropolis itself. The congested capital has ever been the problem of all civilizations, and so far the only answer has been the absorption by the overgrown center of all that was good and bad alike in the surrounding country until both went down into sudden and general ruin. Within the last decade there has come a growing realization of the period in the growth of every

city when mere size makes it unwieldy and uneconomical for some forms of economic production and distribution. The railroads are keenly conscious of this in their congested terminals, which hinder and obstruct prompt deliveries and render them vulnerable to the competition of the motor truck with its store door delivery. Manufacturers have likewise found that branch factories in the neighboring small towns and little cities not only offer a solution of the labor problem by bringing executives in close personal contact with their workmen, but that economies were many, and that the plan presents an effective remedy to the steady drift of population from the country to the great city, by building up self-supporting communities on the countryside which grow to be little centers of distribution to the surrounding farmers, and also provide constant markets for agricultural commodities. Likewise the automobile has enlarged the bounds of city life and influence by making possible living in suburbs, and upon the fringes of the great cities, and yet doing business in the heart of the metropolis. The result of this is seen in many thousand homes of workingmen far away from the scene of their toil, yet of easy access to it through methods of quick transportation. It

(Continued on Page 20)

Business Situation Sound

ALL fundamental conditions affecting a business are sound and there is no reason for apprehension of any sort, Mr. Douglas writes in the accompanying article. The conclusions Mr. Douglas has reached, are based on a comprehensive survey of conditions throughout the United States which has just been concluded.

As is pointed out by him betterment of business has been gradual and will continue to be so. Business generally in St. Louis is experiencing such progress.

It is encouraging to note that the agricultural outlook is bright and authorities generally expect that good prices for all farm products will continue to prevail, keeping basic conditions in the farming districts on a sound basis. This latter phase is of particular significance to St. Louis firms, a great portion of whose business comes from the vast agricultural districts of the South and Southwest.

MISSISSIPPI VALLEY STRUCTURAL STEEL CO.

Owning and operating plants at St. Louis, Missouri, and Decatur, Illinois.
St. Louis plant located at 3117 Big Bend Road.



COMMONWEALTH STEEL COMPANY

Structural steel offers an interesting paradox. Its durability and unyielding strength are a contrast to its **elasticity**. For it can be extended, made more compact, or altered in any other way to suit changing conditions. Thus it offers the property-owner confidence in the future and great peace of mind, because he knows his building can be adapted to commercial development, or removed without excessive costs.

We are steel specialists, and our entire fund of knowledge is at your command. Please feel free to consult us on any problem, at any time.

Construction Work in Other Cities Done by Local Firms

THE Westlake Construction Company, Railway Exchange Building, through its Fort Worth, Tex., branch office has obtained the contract for the erection of a six-story and basement office building for Snider & Harvey of Wichita Falls, Tex., at Wichita Falls. The building will be erected on a cost plus basis and will cost approximately \$400,000. It will be of reinforced concrete construction with brick walls and plain foundation. It will be on Main street, with a frontage of 80 feet by a depth of 100 feet.

The Dickie Construction Company, Syndicate Trust Building, will erect the new shoe factory for the Brown Shoe Company at Salem, Ill. Plans for the building were prepared by Albert B. Grove, architect, Stock Exchange Building, and will be three stories, 250 by 65 ft. and 90 ft. It will be located at Pearl and Whitaker streets.

The Mississippi River Commissioners for the Third District, Vicksburg, Miss., has awarded A. V. Will & Sons, 516 Buder Building, the contract to dig 125,000 cubic feet of drainage ditches in the Black Bayou, Lower Yazoo Levee District above Greenville, Miss. The cost will be 19.4 cents per cubic yard.

A. M. Lundberg, Federal Reserve Building, has the contract to build the new post office at Harrisonville, Mo. The general work will cost \$41,700. It will be of brick and timber construction.

The W. A. Fuller & Company, engineers, Railway Exchange, prepared the plans for \$150,000 water works filter plant and main extensions for which Poplar Bluff, Mo., will vote on bonds April 7.

A. H. Beard, Title Guaranty Building, prepared the preliminary plans for the \$60,000 water works distribution system for Glendale, Mo. The town will vote on bonds for the proposed improvement March 7. It plans to obtain a water supply from Kirkwood, Mo.

C. E. Smith & Co. are Consulting Engineers for City of Chaffee, Mo., for improved pavements and extensions to the water and sewer systems at a total expense of approximately \$250,000. Also for drainage improvements in Dunklin County, near Kennett, Southeast Missouri, in the amount of approximately \$300,000.

Business Improves

(Continued from Page 8)

firm's history and that reports he has received from the firm's salesmen throughout the United States, indicates 1925 is going to be the firm's greatest year. In the 25 years the firm has been in business the organization has never failed to show a gain over the year preceding, it was pointed out by Mr. Curlee.

"We expect this year to show perhaps the greatest increase we have ever made, however, because of the constantly increasing demand that is springing up in every large city of the United States, in addition to the smaller towns and cities, for our line," Mr. Curlee said. "Our sales force now is on the road with the fall line and from the volume of orders already coming in, our expectations for this season will be greatly exceeded."



Suppose This Is Your Property

Suppose, too, you ask us to insure it. Our Loss Prevention Engineering Service will inspect your premises and tell you what you can do to make them safer from fire and accident; any such changes will reduce your insurance costs. Our insurance plan helps prevent and pays for loss. Call Main 5550 for details.

Lawton-Byrne-Bruner

Insurance
Underwriters



Insurance
Engineers

Pierce Building

Insurance against practically every loss that can happen to persons or property

The
WINKLE
TERRA COTTA
COMPANY
Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.



A Big Lumber Company with a Basic Policy

Resources of more than \$3,340,000 are back of every sales contract and every statement in advertising made by the Goodfellow Lumber Company.

The remarkable growth of the Goodfellow Lumber Company has been based on our established policy of old-fashioned square dealing, good lumber, honest grading, and delivery of uniform quality and full measure—always *on time* to the job. We are equipped to handle any order—large or small—quickly.

We have approximately 250,000 square feet (about 6 acres) of enclosed brick and frame warehouse floor space for lumber which must be protected from the weather. This is in addition to our yardage room for outside storage. This gives us perhaps the largest warehouse capacity of any lumber yard in St. Louis.

Electric motors aggregating hundreds of units of horsepower operate the 39 woodworking machines in our two planing mills, turning out interior finish, windows, frames, sash, porch railings, wall cabinets, etc.

We are equipped to handle straight or mixed carloads of industrial requirements, or crating cut to length. With our 3850 lineal feet of switch tracks in our yard we can accommodate 85 railroad cars at one time, inbound and outbound.

When you buy Goodfellow lumber we have complete facilities and an efficient organization to handle your order promptly.

Goodfellow Lumber Company

Ours is the Trade that Service Made

Natural Bridge at Goodfellow
ST. LOUIS

Mississippi Valley Kennel Show Here Next Month

THE Mississippi Valley Kennel Club will hold its fourteenth annual dog show at the Coliseum, on Friday, Saturday and Sunday April 3, 4 and 5, it is announced by the St. Louis Convention and Publicity Bureau.

Many breeds of dogs will be shown this year that are rarely seen at a dog show. Mr. and Mrs. R. K. Dougherty of Colorado Springs, Colo., will enter a string of their Old English Sheep Dogs. The Doughertys own Bill Sikes, an International Champion.

The German Police dogs or Shepherd dogs will be shown not only on the bench but under actual working conditions. Every night a police dog performance will be held. The dogs are judged on the following requirements: guarding object, fearlessness of blows, refusing food offered by strangers, attacking and guarding prisoner, scaling walls and obedience. The Ladies' Boston Terrier Club, The St. Louis Beagle Club and the St. Louis Collie Club will all hold Specialty Shows. These Specialty Shows

are the same as separate shows, there will be separate judges and separate entries. This will permit dogs to get more points toward a championship than if only one show were held. There will be only one admission charge to all four shows.

Mr. Geo. F. Foley, who superintended last year's show, will again be in charge of this show. Mr. Gerald B. O'Reilly is president and S. I. Paulter is Secretary of the Mississippi Valley Kennel Club. The Vice-Presidents include Aug. A. Busch, Jr., G. L. L. Davis, Louis M. Hall, Hon. Harry B. Hawes, Col. J. G. Miller, Percy J. Orthwein, Joseph Pulitzer, S. G. Wilson, Jr., and A. E. Wenckelmeyer.

Charities Bureau Compiling Data

ACCORDING to its annual custom, the Charities Bureau, March 1, mailed to every charitable and philanthropic agency in St. Louis a questionnaire, inquiring into the institution's business management and control. The Charities Bureau passes largely on the business management and financial responsibility of the institution. It has a co-operative arrangement with the Community Council whereby that organization investigates the agencies to determine the worthwhileness of their Social Service Work. The Charities Bureau's report covering business management, and the Community Council's report covering Social Service Work done, is the information the committee must have in hand before endorsement is given.

Chamber Helping in Tornado Relief

UNDER the leadership of the St. Louis Chapter, American Red Cross, the Chamber of Commerce is taking an active part in raising funds for the alleviation of suffering among the people of districts struck by the tornado last week.

The morning after the cyclone, President Clarkson issued a statement calling on St. Louisans to subscribe to a fund and subsequently a meeting was called by the Chamber, at which the Junior Chamber of Commerce and American Retailers' Association volunteered to supply workers to solicit subscriptions.

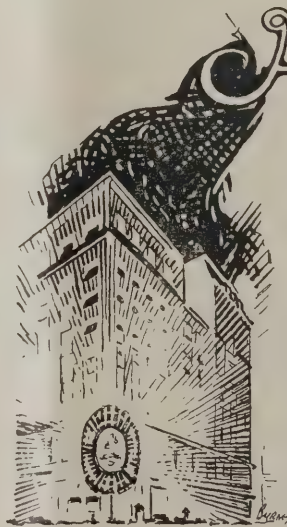
President Clarkson's statement follows:

"Our neighbors in Missouri and Illinois have suffered an appalling disaster, with many killed and injured and many made homeless by the tornado which swept towns in these states.

"Emergency relief measures have been started from many quarters, principally the American Red Cross, and Mayor Kiel has issued an appeal calling on our people to help in the alleviation of suffering in the towns struck by the cyclone.

"The St. Louis Chamber of Commerce joins in this appeal, and urges its members and others to subscribe to this fund. Requests from the stricken area ask only for money. Contributions should be sent to the offices of the American Red Cross in St. Louis, 2221 Locust street, and in whatever amount you feel able—but please subscribe something."

The SHINING MARK of SERVICE



ALMOST everything and everybody in St. Louis "loops around Commerce." Practically all important street car and bus lines pass near *Olive, Broadway and Pine*—the heart of the great financial district.

Even at night, when "trade's proud empire" has hastened homeward, when tickers have ceased their chatter, and vast money resources of the great Southwest lie alone in their "damp vault's dayless gloom," there's still a shining mark of service at Broadway and Olive—the great electric insignia of the National Bank of Commerce.

Make this your landmark in St. Louis. There's always a warm welcome at "Commerce."

The National Bank of Commerce
with which is affiliated the
Federal Commerce Trust Company



in St. Louis

Commercial, Savings, Trust, Investments, Safe Deposits, Foreign

Employees of Missouri Pacific System Lines Noted for Their Courtesy

TRANSPORTATION service is the only commodity the Missouri Pacific System Lines produces and has for sale. Production of the very best possible service is, therefore, the abiding ambition of every employe of these lines.

Missouri Pacific System Lines' employes welcome opportunities to be of personal service to shippers and travelers. If you want assistance in selecting a route for travel or shipment—if you want a rate quoted; in short, if you want any information we can get for you, any Missouri Pacific System Line man or woman will gladly assist you.

The motto of the entire organization is: "Whenever anyone asks for anything, try to find a way to give what is wanted."

Our station employes and train crews are famous throughout the country because of their uniform courtesy and spirit of helpfulness. Our dining-car service is daily commended by virtually every patron who uses it.

Trainmen and Enginemen in freight and passenger service are especially proud of their performance. They enjoy the satisfaction of providing a brand of service that causes shippers and travelers universally to commend our efforts to please.

The System Lines are providing adequate equipment—both motive power and cars—and the physical property, road bed, stations, etc., is being constantly improved. These efforts of management and men are enabling the Missouri Pacific to establish a standard of excellence in the production of transportation that is coming to be nationally recognized.

I solicit your co-operation and suggestions.



President

Missouri Pacific Railroad Company
Gulf Coast Lines
International-Great Northern Railroad Co.

Four Lumber Dealers' Associations Hold Joint Meeting Here

PREPARATIONS began in St. Louis almost a year ago for the first event of its kind, that of a combined annual meeting of four retail lumber dealers' associations, according to an announcement by the St. Louis Convention and Publicity Bureau. The associations are the Southeast Missouri Retail Lumber Dealers' Association, Northeast Missouri Lumbermen's Association, Central Missouri Lumber Dealers' Association and Southern Illinois Retail Lumber Dealers' Association. The joint convention is to be held in St. Louis March 24, 25 and 26 and the present finds the stage setting virtually in its final form. The Executive Committee of which H. C. Gorbet is Executive Chairman will handle the arrangements. Others on the committee are, George F. Haines, Secretary; R. C. Crosby, Treasurer; Julius Seidel, Chairman Finance Committee; M. E. Meacham, Chairman Publicity Committee; C. L. Dann, Chairman Hotel and Exhibit Committee; L. M. Tully, Chairman Program Committee; A. J. Moors, Chairman Reception Committee; O. T. Pfeffer, Chairman Auto and Theatre Committee; J. C. Anderson, Chairman Ladies' Entertainment Committee; F. J. More, Chairman Hoo-Hoo Committee; M. L. Fitzgibbons, Chairman Traffic Committee; Charles Allen Clark, Roy M. Edmonds, P. L. Walsh, R. H. Ogle, F. G. Christmann, H. R. Isherwood, C. W. Spiess, H. P. Barnard, J. H. Allen, B. B. Cannon and C. M. Harrington.

The committees of St. Louis Lumbermen have been active for months in planning for what they now declare will be the most elaborate business and entertainment period in the history of sectional retail lumber conventions. It will be the first time in lumber annals that four retail bodies will hold their convention together.

The visiting lumbermen and their wives will be dined and feted throughout the three days of the convention whenever business sessions are not scheduled. The program as tentatively announced calls for social occasions at every turn. In addition to the general sessions of the four associations, provision is being made on the program for separate meetings of the individual organizations. This is being done so that the various associations may transact their routine business and discuss problems peculiar to the territory they serve. A daily publication by the Lumber Manufacturer & Dealer of daily news of the convention will be published and distributed at each meeting.

A reception committee will have a booth at the Union Station to receive the visitors and will have automobiles waiting there to take them to their hotels or to convention headquarters at the Chase Hotel. A Bureau of Information will serve the visitors throughout the convention period and especially at the time of registration. On the first morning opportunity will be given the lumbermen to visit the exhibits in the Roof Garden. At noon the first day the convention will open

with a Welcome Luncheon, presided over by L. E. Clark. Invocation will be said by Peter A. Simpkins, chaplain of Hoo-Hoo. Addresses of welcome will be made by Mayor Kiel; W. Palmer Clarkson, president of the St. Louis Chamber of Commerce, and James H. Allen, Snark of the Universe of Hoo-Hoo. Responses will be made by A. C. Gauen, president of the Illinois State Dealer Association, and Cliff G. Scruggs, president of the Central Missouri Association.

Speakers scheduled for the business and roundtable sessions include: James F. Bryan;

Charles E. Kiefner, president of the Southeast Missouri Retail Lumber Dealers Association; E. D. Whiteside, special writer of The Lumber Manufacturer & Dealer; Ray Durham; Col. W. B. Greeley, chief of the United States Forestry Department; A. W. Holt; A. C. Gauen; J. J. Springman, of Alton, Ill.; H. J. Coleman of Chicago; L. T. Meltz, of Poplar Bluff, Mo.; J. R. Moorehead, of Lexington, Mo.; S. W. Arnold, of Kirksville, Mo.; B. E. Line, secretary-treasurer of the Southwestern Lumbermen's Association and others.

Mr. C. L. Dann, chairman of the Exhibit Committee, reports all space has been sold for the convention exhibits, which will be held on the roof of the Chase Hotel. The exhibits are taken by leading firms in the various industries and the display of merchandise and services will be of diversified lines of interest to lumber and building dealers.

Fundamental Conditions Sound

(Continued from Page 14)

is the only way so far of any avail in relieving the stress of downtown tenement life, and allowing the many to live in wholesome surroundings. Still another phase is the formation of community life, often remote from the crowded downtown districts, and where comforts and conveniences are close at hand as the result of the growth of local civic pride in social and economic life. The greatest promise of the future of our own city is in the steady progress she is making in all these constructive phases of municipal life.



Music Lovers

who are concerned with only
the Best, turn instinctively
to the

BALDWIN PIANO

for its Tonal Supremacy and
Artistic Beauty has won
for it Nation-wide Prestige.

Available in
UPRIGHTS, GRANDS
and
REPRODUCING GRANDS

The Baldwin Piano Co.

1111 OLIVE STREET



Where the Busses Go—

Map showing 89 Miles of Lines
operated by the
People's Motorbus Co.
of St. Louis

**A SEAT FOR
EVERY
PASSENGER**



Fare
Ten
Cents

Open Air to
Everywhere

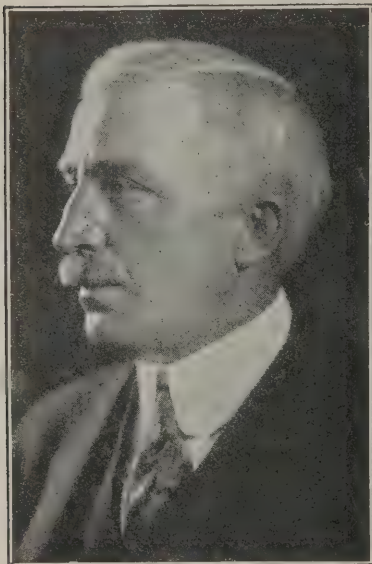
THE broad reach of the Motorbus lines affords a city-wide foundation for a bus advertising service which will carry your sales message to more than twenty-five million passengers a year. These people who pay more for better transportation show thereby a discriminating judgment and a willingness to pay more for better service or better goods. Such people can be impressed by your advertising in the buses.

CHARLES B. PHILIBERT

Advertising Space of The People's Motorbus Co. of St. Louis
City Club Building

Central 655

W. N. Bemis Heads Liberty Central



W. N. Bemis, New President,
Liberty Central

J. L. JOHNSTON, President of the Liberty Central Trust Company of St. Louis, was made Chairman of the Board of Directors at a meeting held on March 16th, and W. N. Bemis was elected President.

Mr. Johnston was born in Kentucky and began his banking career as Cashier of the Bank of Ashland, Mo., in 1905; has since served as Vice-President and Director of the First National Bank of Muskogee, Oklahoma, and as Cashier and Director of the National Reserve Bank of Kansas City. He became Vice-President of the German Savings Institution (later changed to the Liberty Bank of St. Louis) in 1915, and became President of that Institution in 1916. He has continued as President of it and the consolidated banks ever since. He took an active interest in the Red Cross and Liberty Loan drives during the war, and was Chairman of the Southwest Division.

Mr. Bemis was born in New York in 1866. He has been actively engaged in the lumber business all his business life. He resides at 5 Kingsbury Place, and is President of the Ozan-Grayson Lumber Company, The Home Appliance Corporation, Prescott & Northwestern R. R. Co., and Vice-President of the Louisiana Pulp & Paper Co. He is a member of the Bellerive, St. Louis and Noon-Day Clubs. He has been a director of the German Savings Institution (later the Liberty Bank and the Liberty Central Trust Company) and has taken a very active interest in the operations of the bank.

Washington University Will Extend Courses

Washington University will this year extend the scope of work at its summer session, June 16 to July 25, considerably over that of last year, notable among the changes being the addition of courses for social workers.

These courses will be the first of their kind to be given at any session of the university, and will be conducted in conjunction with the Community Council and other social agencies in St. Louis. They include courses in social case work, hospital case work, mental tests, child abnormalities and playground and recreational activity courses.

The courses are intended primarily for social workers. They will be given under the department of sociology, headed by Prof. Bodenhafer.

PHOTO PRINTS

PHOTOSTATS

PROVE IT

With Inexpensive Photographic Copies

Quick, errorproof, economical copies of anything written or printed.

ST. LOUIS PHOTO PRINT CO.

OLIVE 2938

406-7-8 Times Bldg.

COOPER-CARLTON HOTEL



The Cooper-Carlton is delightfully situated on the shore of Lake Michigan, overlooking East End Park (on Route 42). It is quiet and restful, away from the noise and congestion of the "Loop," yet only ten minutes by Illinois Central Suburban, or twenty minutes by motor from the business and shopping center of Chicago.

The Cooper-Carlton is surrounded by a thousand acres of public parks, and is conveniently located near fine beaches and well-maintained golf courses, where all sports, such as boating, bathing, golf, tennis, horse back riding, etc., may be enjoyed.

The large, airy, comfortable rooms are luxuriously furnished.

Reasonable Rates

Single	• • • •	\$3.00 per day and up.
Double	• • • •	4.00 per day and up.
Suites	• • • •	6.00 per day and up.

The dining room is unsurpassed—either a la carte, or table d'hôte—at very moderate prices.

If you come by motor, Route 42 passes our door. If by train, get off at the 53rd St. Station of the Illinois Central, Michigan Central or Big Four—two short blocks away. If on the N. Y. Central, Penn., Rock Island or Nickel Plate, get off at the Englewood 63rd St. Station and taxi a short distance through the parks.

Chicago Motor Club Tourist Bureau in our Main Lobby.
Rates and Reservations guaranteed. Wire reservation at our expense.
FREE BOOKLET ON REQUEST

COOPER-CARLTON HOTEL
Hyde Park Boulevard at 53rd Street • Phone Hyde Park 9600
CHICAGO

Our own garage
but a block away

COMMERCE CLEARING HOUSE
Announces the New
U. S. Board of Tax Appeals
and
Federal Court Service
Income and Estate Tax Cases

In order to fully comply with the requirements and demands of those interested in Income Taxes, this Service consists of

Docket and calendar.

Decision of Court.

Abstracts of Petitions,
including statement of
facts and assignment of
errors.

Practice and Procedure
Information

Abstract of Answers
made by the Commis-
sioner.

Copy of All Documents
at Syndicated Cost

Notations of Briefs, Mo-
tions, Orders, Etc.

Routine Information and
Service covering your
specific cases without
additional cost.

Finding of Facts.

Transcript of Evidence
at Syndicated Cost.

NO BUSINESS EXECUTIVE OR FIRM CAN CONSCIENTIOUSLY
BE WITHOUT THIS NEW SERVICE

For full information address
Mr. R. G. PHILLIPS
956 Planters Bldg.
ST. LOUIS, MISSOURI
Telephone Olive 7094

COMMERCE CLEARING HOUSE

CHICAGO
Illinois Mer. Bk. Bldg.

WASHINGTON
806 Union Tr. Bldg.

NEW YORK
67 Wall St.

Junior Chamber Stages Drive For New Members

A MEMBERSHIP campaign under the leadership of John H. Armbruster, is being conducted by the Junior Chamber, to increase its membership to 800 by April 1st, when the campaign terminates.

The campaign was officially launched by an automobile parade throughout the city Saturday afternoon, Feb. 14th, with twenty-five machines carrying banners, which called to the attention of the young men of the city the fact that they should "Boost St. Louis", "Know St. Louis" and "Help Make St. Louis a bigger and better place in which to live"—also pointing out that a membership in the Junior Chamber afforded a man the opportunity of accomplishing these worthy civic undertakings.

At a general meeting of the organization, held February 26th in the Chamber of Commerce auditorium, the members present were asked to take "The Junior Chamber pledge of good citizenship". The pledge is as follows:

"I pledge my services for any work that may make St. Louis a better and bigger city.

"I promise to serve on the jury when called.

"I pledge myself as a citizen to register and vote at every election, it being understood that I will do my best to fully inform myself so that I can vote intelligently.

"I am interested in the promotion of fellowship and good will among young men."

All new members will be obliged to take this pledge before being admitted to membership. It is the beginning of a determined effort to rouse young men to a realization of their civic duty.

Colonel H. N. Morgan, Superintendent of the City Workhouse, impressed upon the minds of all those present the importance of becoming actively interested in the work of the Civic Committee. He commended the Junior Chamber for its assistance in providing necessary wearing apparel for discharged inmates of this institution.

On March 10th a special meeting was held at Francis Home for members, their families, and guests, at which several of the Mayoralty candidates presented their respective platforms.

Thursday, March 12th, approximately forty men represented the Junior Chamber at the noon luncheon given in honor of Mr. Grant, President of the U. S. Chamber of Commerce. The Junior Chamber was also presented at the conference, following the luncheon by Mr. Louis A. Schulz, 1st Vice-President.

In the evening at the Chamber of Commerce auditorium about 200 members were privileged to hear Mr. L. W. Baldwin, President Missouri Pacific R. R. Mr. Baldwin was introduced by our loyal friend and Honorary President Clarence H. Howard.

Since the first of the year, a number of civic and industrial tours have been conducted, the Civic Tours being through the City Sanitarium, the Workhouse and the Industrial Tours through the Illinois Glass Company, Alton, Ill., and the City Dairies plant.

WEBSTER COLLEGE

for
*Young Women
and Girls*

The Ideal School for
Your Daughter or Ward
*Empowered by the State
to Confer Degrees*

FOR
Illustrated Prospectus of College
Address the Registrar

FOR
Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE
Webster Groves - - - Missouri

Bell Telephone, Webster 1465

If—You Want Your Son To

—be assured of a college education, and have a good start in business—whether you are here or not, you should set aside now a portion of your money or property, to be carefully invested and managed for his benefit.

By designating the St. Louis Union Trust Company as trustee of such a fund, you can make certain that it will be managed efficiently, with sympathetic consideration of your son's needs. You can make your plans for the future welfare of your son a certainty by creating such a fund.

Our booklet "Safeguarding Your Family's Future," explains how you can establish special funds for the future welfare of your children. We shall be glad to send you a copy.

St. Louis Union Trust Company

Broadway and Locust

Affiliated with the First National Bank

Charities Bureau Discusses Groups Soliciting Contributions

IN AN open letter to members of the Chamber of Commerce, the Charities Bureau discusses the solicitations of two distinct groups of organizations, cautioning members to be wary in bestowal of gifts to solicitors claiming to represent such organizations.

The first group discussed is that of the Labor Brotherhood, or so-called Railroad Labor Organization. Representatives from these organizations are constantly approaching St. Louis business men either for contributions or advertisements for a magazine toward an alleged benefit fund.

The second group is that of "Missions", claiming to do charitable and religious work.

The Bureau's statement follows:

"Merchants and business men of St. Louis are more or less familiar with the solicitation of Railroad Labor Organizations for their so-called 'Benefit Funds'. While these brotherhoods as organizations are not within the Charities Bureau's field of investigation and endorsement, still the many inquiries received from members each month on such appeals has necessitated the collection of considerable amount of information about them."

"Usually the appeal is in the form of a request for advertising space in a monthly publication, a year book, or a program for a benefit performance. Sometimes, and out-and-out contribution is asked for. In many cases veiled threats are used by the solicitor to secure either the advertisement or the contribution. For instance, if the solicitor claims to represent some freight handlers brotherhood, he will intimate unless Mr. Merchant makes his contribution his freight may be caught in congestion. In many cases it has been found that

professional solicitors will coin the name of a railroad brotherhood, and with the use of that name secure a large amount of money. The Brotherhood doesn't exist and the solicitors have not been authorized by any bona fide organization to make collections.

"In discussing the subject, the National Information Bureau of New York City makes the following statement:

"The solicitor is sometimes a member of the Brotherhood taking time off for this specific activity, but as often he has no connection with the organization and is merely employed to secure advertising for the publication. His remuneration varies from a straight salary to 50 per cent of the gross receipts. In one spectacular instance on record, the Bureau found that all matters having to do with the journal were in the hands of the solicitor who was free to compile whatever sort of publication he saw fit. In return for the privilege of soliciting advertising matter in the name of the Brotherhood, he was to turn over a certain proportion of the net proceeds to that organization. No information was available as to just what proportion of the total amount collected this would be, and the Brotherhood itself had no way of checking the gross receipts which passed through the hands of the solicitor. Other investigations have brought to light soliciting schemes for dummy volumes; fraudulent use of the name of unions in good standing by unscrupulous solicitors; outright appeals for cash contributions without authorization from headquarters; organizations not the recognized unions of the craft indicated, and other questionable activities casting discredit on this entire system of fund raising."

"John Fitzpatrick, trade agent of the Pennsylvania System, in discussing the subject, made the following statement:

"It seems that all the fakers have to do is to approach a shipper and tell him that they are soliciting funds for some railroad organization and the majority of the shippers come across, which encourages these fellows in their work.

"I have found that a number of these fakers go to some legitimate organization and make a proposition that they will solicit subscriptions for their magazines or they will solicit subscriptions outright on a fifty-fifty or seventy-five per cent basis. The organization, of course, considers this easy money, and will let them go ahead with the proposition."

Responsible labor groups, including the American Federation of Labor, are on record as opposing solicitation of funds by such organizations or the sale by them of advertising space having no commercial value. Fraternal organizations should be supported by their own membership dues, which usually include assessments for sick and death benefit funds. The Charities Bureau of the Chamber of Commerce does not believe that such organizations have any philanthropic appeal or legitimate claim on the general public for charitable support.

The Bureau has had numerous inquiries from members about the solicitation of missions, claiming to do charitable and religious work. This has necessitated some little study of this particular group of organizations, as there have been any number of them in St. Louis over a period of years. As the result of an expose conducted by the Bureau in 1915-17 many of the "Missions" were forced to close their doors and those in charge fled from the city. But St. Louis still has its quota of such "Missions" and the Bureau believes that people should be warned against giving money to such organizations, unless they do so with a full knowledge of the facts. The Bureau investigation has developed that these missions

(Continued on Page 31)

THE BEST JUDGMENT OF OUR DIRECTORS IS BROUGHT TO BEAR ON EVERY INVESTMENT WHICH WE OFFER

BONDS • PARTICIPATIONS • FIRST MORTGAGES

OFFICERS

J. LIONBERGER DAVIS
Chairman of the Board.
HERMAN W. DANFORTH
Vice President.

LAWRENCE E. MAHAN
President.
O. D. SCHNAARE
Assistant Treasurer.

LEWIS S. HASLAM
Vice Pres. and Treasurer.
HARRY G. HURD
Manager of Sales.

DIRECTORS

PAUL BAKEWELL, JR.
Attorney.
HARLAND BARTHOLOMEW
Engineer and City Planner.
ALBERT E. BLACK
Pres. James Black Masonry & Contracting Co.
HERMAN W. DANFORTH
Vice President.
J. LIONBERGER DAVIS
Chairman of the Board.

WARREN C. FLYNN
Mgr., Mass. Mutual Life Insurance Co.
JAMES L. FORD, JR.
President, Franklin Bank.
JOHN H. GUNDLACH
J. H. Gundlach & Co.
LEWIS S. HASLAM
Vice President and Treasurer.
JAMES C. JONES
Jones, Hocker, Sullivan & Angert, Attys.

LAWRENCE E. MAHAN
President.
BOYLE O. RODES
W. H. Markham & Co.
E. J. RUSSELL
Mauran, Russell & Crowell, Architects
GEO. F. STEEDMAN
Vice Pres. Curtis & Co. Mfg. Co.
W. L. WIMMER
President, Wimmer Contracting Co.

Real Estate Mortgage Trust Company

Twelfth Floor • Federal Reserve Bank Building • St. Louis, Mo.

Phones: Olive 4227-4228

Business Shows Improvement

(Continued from Page 11)

especially the first six months, to show a gain over last year, both in the city and in our country business."

✽ ✽ ✽

L. D. Vogel, Vice-President and Secretary, Charter Oak Stove and Range Company: "Our shipments in January of this year as compared with the same time in 1924 are a slight percentage greater. Orders received in January however are not quite so good, though we believe that the month of February will enable us to catch up in that respect. If no unfavorable conditions arise to curtail the business, we believe 1925 will prove satisfactory."

✽ ✽ ✽

J. W. Harris, President, Harris Polk Hat Company: "So far this season we have exceeded our volume for the similar period of 1924, and I have every confidence business conditions will continue to improve generally."

✽ ✽ ✽

Eugene F. Olszewski, Secretary, American Packing Company: "1925 has opened up well with us and we look for appreciable gains for the coming months."

✽ ✽ ✽

V. Vogel, Athletic Tea Company: "Business has opened up promising for us and at this time I can see no reason why it should not continue satisfactory. Prospects look very good."

✽ ✽ ✽

H. J. Littledale, Acting Manager, Butler Brothers: "1925 has opened up in a very satisfactory way with us. We are doing a greater volume of business than we really expected. We believe the balance of the year will produce very much better results than 1924. Trade in the territory surrounding St. Louis seems to be very well satisfied with prospects."



Exceptional Package Car Service

from St. Louis to
All Important Cities

Southwest

FAST DEPENDABLE SERVICE

Local and through package cars are operated DAILY
regardless of tonnage on following schedules

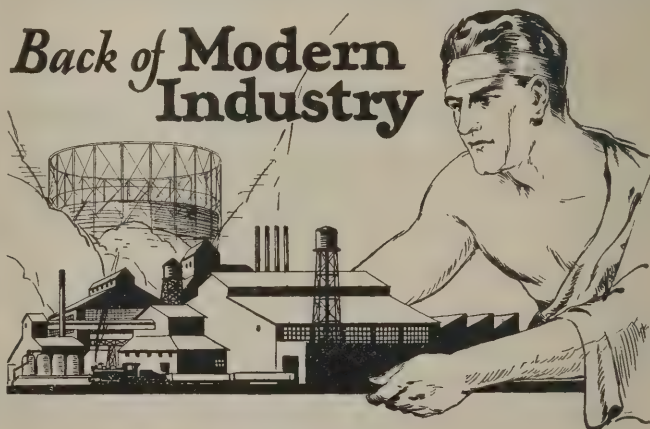
To St. Charles, Mo.....	Same Day	To Oklahoma City, Okla..	Third Day
To Jefferson City, Mo..	Following Day	To Tulsa, Okla.....	Third Day
To Columbia, Mo....	Following Day	To McAlester, Okla.....	Third Day
To Moberly, Mo.....	Second Day	To Denison, Tex.....	Third Day
To Boonville, Mo....	Following Day	To Wichita Falls, Tex....	Third Day
To Sedalia, Mo.....	Second Day	To Fort Worth, Tex.....	Third Day
To Clinton, Mo.....	Second Day	To Greenville, Tex.....	Third Day
To Nevada, Mo.....	Second Day	To Dallas, Tex.....	Third Day
To Ft. Scott, Kan.....	Second Day	To Waco, Tex.....	Third Day
To Parsons, Kan.....	Second Day	To Austin, Tex.....	Fourth Day
To Coffeyville, Kan....	Second Day	To San Antonio, Tex....	Fourth Day
To Bartlesville, Okla....	Second Day	To Houston, Tex.....	Fourth Day
To Muskogee, Okla.....	Second Day	To Galveston, Tex.....	Fourth Day
To Cushing, Okla.....	Third Day		

"Service is Service on the Katy"

GAS

the Super-fuel

Back of Modern Industry



HUNDREDS of St. Louis manufacturers have solved their fuel problems by burning Gas, the all-heat fuel. In treating and reshaping steel, heating rivets, baking cores, enamel and japan — in ceramic work — in practically every industry where heat is needed, gas is used, and the product is superior.

Gas is clean — sootless, smokeless; ready at all times, in any quantity, under your control. You pay for it *after* use, not before. *Let our heating engineers help solve your fuel problem.* Call, write or phone.

Make St. Louis a Smokeless
City Burn GAS

The LACLEDE Gas Light Company

OLIVE AT ELEVENTH • ST. LOUIS

Industrial Department • Central 3800

"The Laclede sells gas cheaper than any other American company making all its own gas"

"Good Will" Tourists Return

(Continued from Page 10)

luncheon at the Jockey Club attended, as before stated, by the Ambassador and by official representatives of the American Chamber of Commerce of Havana. An afternoon was spent at the races, the occasion being designated as "St. Louis Day" by the management.

Port Antonio, Jamaica, the next stop beyond Havana, was hailed as one of the most beautiful spots, and the Hotel Titchfield there as one of the most enjoyable hostelrys members of the party had ever visited. In fact, the entire island of Jamaica, as seen further during an automobile trip between Port Antonio and Kingston, the capital, some 70 miles along the sea coast and over the mountains, made an extraordinary appeal to the St. Louis delegation as a land of rare beauty and attractiveness.

It may be said, however, that this appeal of Nature was equalled, if not actually excelled, by the hospitality and graciousness of the people. A delightful ball was staged for the visitors by the Hotel Titchfield management, and to this, to greet the travelers, came prominent men and women from all parts of the island. A delegation from Kingston, as great as the capacity of the hotel would accommodate, drove the 70 miles across, assisted in the entertainment, remained over night, and drove back to the capital with the St. Louisans the following day.

This spirit of good will and hospitality was further displayed when a large number of prominent business men and citizens of Kingston gathered with the visitors at a luncheon at the Myrtle Bank Hotel in Kingston just before the Cartago sailed for Panama. The St. Louis delegation was most cordially welcomed by the Mayor of Kingston, acting for the city and as Vice-President of the local Chamber of Commerce, in a speech to which President Clarkson made a fitting reply expressing the pleasure of his group at being so honored. As at Havana, a representative of the United States government, this time in the person of the American Consul, Mr. Jose de Olivares, was prominent in the reception of the visitors. Mr. de Olivares, with his wife, met the delegation at Port Antonio and remained with them until the steamer sailed from Kingston. At the Myrtle Bank luncheon his speech was vigorously applauded alike by Americans and British and received much attention in the Kingston papers. These papers, particularly the Gleaner, gave much space to the St. Louisans, covering every phase of their visit in detail and in a manner that called forth much commendatory comment.

At Cristobal, the Atlantic entrance to the Panama Canal, the St. Louis ship was greeted by a flight of United States airplanes and by a submarine which circled about the Cartago—a thrilling sight. A special train awaited the travelers, which took them to the locks at Gatun, then to Gamboa, where they embarked in a government launch on the waters of the Canal to pass through Culebra Cut.

Luncheon at the United States government hotel, the Tivoli, was followed by a drive about the Pacific side of the Isthmus. This drive included an official reception tendered at the Panama "White House" by President Chiari, which was greatly enjoyed. Members of the Panama City Chamber of Commerce, headed by President Lyons, Secretary Navarro, and past-president Maduro, and assisted by others prominent in the organization, arranged a second informal reception following that by the President of the Republic, this being held at the quaint clubhouse of the Panama Golf Club, some miles out from the city. Here refreshments were served and a most delightful hour enjoyed before the party returned to the city.

For the evening the Tour Manager, Mr. Chamberlin, had arranged for dinner and an informal dance at the Union Club, situated on the sea wall at Panama City. The outdoor cafe of the Club, overlooking Panama Bay, was beautified with special lighting for the occasion, and presented a most attractive

scene. Prominent Panamanians were guests of the party, and in attendance as special guests of President Clarkson were Colonel Mortimer and his wife, who entertained the Clarksons during their stay on the Pacific side.

Following the visit to Panama City the next morning was spent at Cristobal-Colon, chiefly in shopping.

One of the interesting events of the Panama visit was a luncheon tendered Mrs. Phillip N. Moore of St. Louis, a member of the party noted for her club activities, by the American women of the Canal Zone. This party occupied the entire main dining room of the Washington Hotel and was charmingly addressed, at the close of the luncheon, by Mrs. Moore, with as many of the St. Louis delegation as

could crowd into the doorways adjoining in the appreciative applause. Mrs. Moore was similarly received, in varying degrees of elaborateness but with outstanding honors and cordiality, at every place visited.

From Panama the Cartago proceeded to Port Limon, Costa Rica, and there the majority of the visitors made the interior mountain rail trip to San Jose, the capital. This trip is remarkable in that it begins at sea level, in the tropics, and proceeds upwards, through a hundred miles of mountain scenery which is literally a cross-section of the world. Bananas, chocolate and cocoanuts predominate at the start, followed by hard woods of every

(Continued on Page 30)



Installation of Medart double-faced steel shelving in the storeroom of a large supply house.

Prepare Today For Next Year's Inventory

This year's inventory experience has probably shown you the need of better storage facilities. Steel Shelving saves time and effort in taking inventory, prevents loss of parts, tools or stock through misplacement and provides for a system of indexing and recording the quantity of materials on hand from day to day.

MEDART STEEL SHELVING

is made in a variety of types and sizes—suitable for any storage need from tiny magneto parts up to bulky cardboard boxes—strong enough to support heavy machinery—light enough to be easily moved—splinter-proof—warp-proof—the ideal storage equipment. Medart Catalog S-12 will show you how to provide a place for everything. May we send it?

Medart Steel Lockers

are furnished in a complete variety of types and are readily adaptable to any use or arrangement. Completely illustrated and described in Catalog A-23.

Standard finish on Medart steel products is two coat baked-on olive green or French gray. Grained mahogany or walnut supplied on special orders.

FRED MEDART MFG. COMPANY

Potomac and DeKalb Sts., - - - St. Louis, Mo.

New York

Chicago

San Francisco



Membership Drive Concluded

(Continued from Page 7)

Several firms voluntarily placed prizes in competition among the workers also. Among these was the Curlee Clothing Company, which gave a suit of clothing to the individual bringing in the greatest number of memberships during the second week of the campaign and a topcoat to the worker bringing in the greatest number the following week.

C. Z. Lynch, vice-chairman of the Membership Committee, won the suit and Charles A. Pearson, former chairman of the committee, won the top coat. A grand individual prize of \$100 for the entire campaign was divided by Mr. Pearson and Mr. Lynch, each having scored 121 points for the entire drive.

The team managed by L. W. Baldwin of which Thos. G. Harkins was captain won first team prize and the team of which Irvin Bettman was manager and C. Z. Lynch was captain won second prize.

Luncheon Opens Membership Campaign

MAYOR KIEL, who was one of the principal speakers at the luncheon February 11, when the membership campaign was launched, paid a glowing tribute to the Chamber of Commerce when he said:

"In the twelve years I have been Mayor of the City of St. Louis, I have had occasion to come in contact with activities of the Chamber of Commerce many times. In all of these various occasions, on many matters, I have always found the Chamber of Commerce on the right side. Without a Chamber of Commerce such as this organization, St. Louis would be hampered in its development."

It is into the ranks of such a body of men and women as this that we welcome the new members of the Chamber. We want all of them to feel that they are a vital part of the work we are doing and each of them is urged to join in with the rest of us and help in the great period of development that lies before us.

By becoming a part of the Chamber of Commerce each new member has signified his belief in his city and his desire to help.

The team managers, composed of the Board of Directors of the Chamber, were:

Judge Glendy B. Arnold, L. W. Baldwin, Irvin Bettmann, Baxter Brown, W. M. Chandler, W. Palmer Clark, W. R. Compton, Franz A. Cramer, F. Ernest Cramer, J. H. Parish, John H. Gundlach, Harold H. Hess, Louis F. Lumaghi, Morton J. May, Robert Niedringhaus, E. D. Nims, Julius Seidel, H. V. Stephens, Harry F. Stix, John B. Strauch, O. L. Swanzey, Luther T. Ward, M. L. Wilkin-son, W. L. Wimmer.

The team captains, composed of members of the Membership Committee, were:

F. W. Aufderheide, Clyde C. Beck, Howard J. Black, Chas. S. Blood, Leonard Bray, O. W. Burg, Mrs. Francis Burkhardt, C. L. Chit-

tenden, Mrs. Agnes H. Corley, Dwight O. Clapp, W. S. Cummings, Clarence Egelhoff, Miss Elizabeth Farrell, J. H. Fitz Simmons, Irving R. Gaertner, Repps B. Goodson, Anton E. Hanhardt, Thos. G. Harkins, Miss Alma Herbert, Alex. M. Lewis, Will L. Lindhorst, A. Lingenfelder, C. Z. Lynch, Oscar A. May, Chas. A. Pearson, Mrs. A. B. Price, F. H. Schubert, Stewart Scott, Sr., R. D. Snow, Paul Y. Versen, F. B. von Harten, Mrs. M. R. Weyerick.

The workers on the various teams were as follows:

A. D. Anderson, W. W. Alexander, Wm. Burg, Chas. Berry, John Bull, C. C. Beal, R. W. Bugbee, Fred C. Breitt, E. R. Bruce, F. D. Beardslee, W. E. Bamber, Geo. E. Black, Joseph J. Brouk, M. P. Brazill, Jr., R. Vernon Clark, J. W. Clark, W. A. Crutcher, S. M. Cole, T. E. Campbell, J. F. Christophel, John B. Corn, Jr., Wm. J. Cusick, M. G. Calhoun, Paul E. Conrades, R. G. Craig, Ben R. Canada, Pryor G. Craven, W. M. Copeland, George N. Cooper, Jr., Chester B. Curtis, J. S. Driscoll, Albert E. Dillon, E. T. Damon, H. W. Douglas, Will A. Denvir, Fred L. English, Ernest T. Ellington, G. W. Edwards, Fred M. Echoff, C. B. Fox, George W. Flynn, Lloyd A. Flukey, William C. Fox, James S. Foley, Tom Gaukel, A. E. Garvin, W. F. Gephart, Fred A. Gissler, Richard E. Goyer, Sol. W. Gross, C. L. Holman, Edw. R. Henckler, Ernest Helfensteller, C. H. Heidbrink, W. H. Heidbrink, E. A. Hadley, W. K. Heikes, Jos. C. Henniges, W. Scott Hancock, H. F. Hafner, Wm. J. Holdaway, Clarence H. Hughes, Homer Hall, C. L. Hamilton, Louis M. Hall, Jennie R. Jones, A. W. Jacobi, Orin H. Jones, G. A. Jenkins, F. P. Johnson, R. C. Kennedy, A. D. Kemp, John B. Krieger, D. H. Kremer, E. A. Koeneman, Theo. E. Kaiser, Morris Klein, Hugh P. Layton, W. M. Ledbetter, J. A. Love, Jos. S. Laurie, Lawrence F. Miller, W. Harry Mare, W. S. McAdoo, George D. Markham, Henry Miller, D. Hayes McLaughlin, J. H. McCormack, Jerome G. Meyer, Abe Manheimer, Raleigh McCormick, Hiram C. Martin, A. L. McCormack, Louis W. Martin, W. O. Mullgardt, Fred Mayer, M. E. Meacham, N. S. Magruder, William E. Morgan, Richard W. Meade, J. A. Murphy, Richard N. Newburger, H. E. Nieldt, George L. Newman, James T. Pedigo, R. D. Peterson, R. V. Pardno, Conrad Peterson, Chas. S. Peters, W. A. Patton, Adolph Ohlemeyer, B. W. Rickart, W. A. Rambach, Oliver Remmer, Percy Redmond, Boyle O. Rodes, Leo Reichenbach, J. A. Riddick, Daniel A. Ruebel, M. Edw. Rowan, Jas. A. Rogers, E. G. Steger, O. T. Smith, W. F. Storck, C. L. Stone, C. J. Stanley, E. P. Schutz, Walter F. Schelp, L. M. Shlenker, S. H. Thomson, J. H. Tompkins, H. TerBraak, James Taussig Jr., Collins Thompson, Mrs. E. K. Turk, Mrs. C. Tweedie, Daniel Upthegrove, Gerard Farnum, Ira E. Wight, S. H. Wallace, Henry E. Walker, L. M. Watts, W. E. Wolcott, Albert J. Wand, John Roy A. Ziegenfus, C. J. Young, Mason Miller, T. H. Rein.

The names of firms and individuals, who joined the Chamber during the campaign, will be published in a subsequent issue.

Will A. Foster Now With Chicago Farm Products Concern

Will A. Foster, who has been directing the work of the Southwestern Division of the National Dairy Council, has tendered his resignation to accept the position of advertising and sales promotion manager of the Borden Farm Products Company of Chicago.

Mr. Foster will enter on his new work March 1st. His successor for St. Louis has not yet been announced by the National Dairy Council with headquarters in Chicago.

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. Costs but \$16.00 per year. *Can you afford to be without it?*

If any kicks, tell the TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Simmons Hardware Co.

Your co-operation will help to maintain prompt, regular *freight service* on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

Three Roads Announce New, Fast Trains to East

THREE important railroad systems, operating between St. Louis and eastern points, have each announced new trains operating in each direction between New York City, Boston and Washington, D. C. The roads making the announcements are the Pennsylvania System, which will operate a new train between St. Louis and New York City; and the New York Central Lines (Big Four) and Baltimore and Ohio Railroad Company, which will operate new trains between New York, Boston and Washington.

All of these trains will begin operating April 26 and will serve to advance St. Louis' position as the gateway between the East on the one hand and the West and Southwest on the other.

These new trains will be operated on schedule, both east and westbound, of about 22 hours between St. Louis and Philadelphia, and approximately 23 to 24 hours between St. Louis and Baltimore, Washington and New York.

The New York Central Lines announce a new fast train to New York and Boston which will be all-Pullman and contain a club car, observation car, drawing-room, compartment sleeping cars, valet, maid, stenographer and an up-to-date equipment in every respect.

These trains will leave St. Louis at 9 a. m. and arrive in New York at 10:50 the next day, arriving in Boston at 1 p. m. The west-bound train will leave Boston at 2 p. m., leave New York at 4:45 p. m. and arrive in St. Louis at 5 p. m. the following day.

The Baltimore and Ohio train to be inaugurated will be known as "The National Limited." It will be an all-Pullman solid steel train and a duplicate of the "Capitol Limited," the premier train which the Baltimore and Ohio Railroad started two years ago between Baltimore and Chicago. The new train will be operated between Washington and St. Louis, being the first all-Pullman train of any railroad running between these cities and providing the shortest route between them.

Although the "National Limited" will be made up at Washington, patrons to and from New York, Philadelphia, Wilmington and Baltimore will also be afforded through Pullman accommodations, as sleepers to and from these cities will be handled on the "National Limited" west of these cities.

The new train's equipment will consist of a club car, observation-library-lounge car, dining cars, compartment and drawing-room sleeping cars. All modern conveniences of travel, including bath, barber and train secretary will be provided and for the women-folk maid service will be installed.

Railroad officials anticipate a big increase in business in consequence of this additional service.

The purpose of the east-bound trains is to serve business men of St. Louis and the Southwest and West who will be able to leave here at a convenient time in the morning and arrive at their destinations early the following morning. The west-bound trains will leave New York and the other eastern points late in the afternoon at the close of the business day and will arrive here in sufficient time the following afternoon to permit connection with the overnight train for the West and Southwest.

The east-bound "American" will leave St. Louis daily, Sundays included, at 8:58 a. m. and will arrive at the North Philadelphia Station at 8:21 the following morning, and will pull into the Pennsylvania Station in New York City at 10:05 a. m. The Baltimore train will arrive at 9:15 a. m., while the Washington connection will arrive at 10:20 a. m.

The west-bound "American" will leave New York at 6:05 p. m. daily, including Sundays, and North Philadelphia at 7:51 p. m., while the Washington connection will leave at 6:30 p. m. and the Baltimore connection at 7:30 p. m. The train will arrive at Union Station at 5:10 p. m. the following day.

Every convenience and comfort known to modern railroading will be provided on these two trains. The Pullman Company is constructing new equipment which will be used exclusively. Besides steel Pullman coaches the trains will have a club car, an observation car with lounge for women, and compartment and drawing-room sleeping cars. Shower baths will be provided on the club car for men and in the observation car for women. The Penn-

sylvania System's dining cars will serve meals throughout the journey. Maid, barber, valet and stenographer service will be provided.

Pennsylvania officials announce that the two trains which have operated on a twenty-five-hour schedule between here and New York will continue to run. These trains are "The New Yorker" and "The St. Louisan." No change will be made in these schedules at New York or Philadelphia, but a new connection will be provided on the east-bound "New Yorker" for Baltimore and Washington. The arriving time at Baltimore will be 12:02 p. m. and at Washington 1:02 p. m. The "New Yorker" leaves St. Louis at 12:02 p. m. and arrives in New York at 1:52 p. m. the day following. The west-bound "St. Louisan" leaves New York at 4:50 p. m. and arrives here at 5 p. m. the following day. This gives an east-bound service of twenty-three hours from St. Louis to Baltimore and twenty-four service from here to Washington.

Get the power you pay for!

TRUCK operators demand a motor fuel that insures an easy start; quick pick up and smooth acceleration. To get these things they have, in some instances needlessly sacrificed something of power, though a good gasoline gives them and also develops maximum power.

There are many who cling to the erroneous belief that the higher the gravity, the better the gasoline. Frequently high specific gravity indicates an excess of the lighter, quick burning and less powerful fractions and a deficiency of the heavier, power producing

fractions which vaporize and burn only at high temperature.

The FOURTH ESSENTIAL of good gasoline is: ability to deliver maximum power and the maximum speed which each automotive engine is designed to develop.

It is obvious that to develop maximum power a gasoline must have the proper proportion of those fractions which vaporize and burn only at high temperature. It must also have a perfect chain of boiling point fractions leading up to and through the heavier parts, thereby assuring perfect combustion.

RED CROWN

gives an instant start, quick pick up, smooth acceleration plus the maximum power which your engine was designed to develop.

Gasolines which do not contain the proper proportion of light, intermediate and heavy boiling point fractions are uneconomic and unsatisfactory. It is a demonstrable fact that Red Crown does

contain the proper fractions to insure not only the necessary instant start, quick pick up, and smooth acceleration, but also maximum power.

You will find "Proof", which a representative will bring to you should you request it, to be surprisingly interesting and enlightening. Red Crown and the most economical motor operation are synonymous.

STANDARD OIL COMPANY

(INDIANA)

314 N. Jefferson Ave., St. Louis, Mo.

In dealing with advertisers, please mention "Greater St. Louis".

"Good Will" Tourists Return

(Continued from Page 27)

description, coffee, citrus fruits and numerous species of tropical trees and vegetation. The summit is reached about 6,000 feet, and San Jose lies on the Pacific slope about 2,000 feet lower. Roy E. Davis, a Missourian, United States Minister to Costa Rica, had arranged for President Clarkson and a committee to visit President Jiminez of Costa Rica during the afternoon of arrival, and these gentlemen called also on the Minister of Foreign Affairs, and on former President Acosta. That evening Minister Davis tendered a reception to the visitors at the Hotel Francais, where were present, in addition to prominent members of the American colony, former President Acosta and members of the cabinet of President Jiminez.

Prior to the reception the Costa Rican National Theater, accounted one of the most beautiful buildings of its sort on the continent, was opened and illuminated for the party and greatly enjoyed. The evening's reception was voted a fitting climax to the various affairs in honor of the travelers during their trip, and the hospitality and cordiality of Minister and Mrs. Davis and those assisting them were a source of universal favorable comment. The party remained overnight at San Jose, and the following day, at the railroad station, were speeded on their way by the Minister and his wife, with their daughter, little Mercitica, as a center of admiration.

During the four days' voyage from Port Limon to New Orleans the time was spent in resting, discussing the many and varied adventures encountered at the different ports, and playing off the tournaments of bridge and deck games. The closing feature of importance on shipboard was the Captain's dinner, the night before arrival at the mouth of the Mississippi, an occasion marked by an excellent menu, much gaiety, and the distribution of prizes for the various games and contests, and of special souvenirs presented by the United Fruit Company. President Clarkson presided and made a happy speech of felicitation and thanks to Captain McBride of the Cartago and his officers and crew. Special mention was made by the President at this time of the manner in which the entertainment program on board had been handled by the Chairman Sam Williams and his associate members of the Entertainment Committee. Mr. Williams, in his usual happy manner, then presented the prizes to the winners.

M. K. & T. Converts Oil Burning Engines

THE advance in the price of oil since January 1, and the relatively lower price of coal has caused the resumption of the use of coal as fuel on the Sedalia Division of the Missouri-Kansas-Texas Lines, according to a bulletin issued by the Department of Public Relations of that system. Twenty-four oil burning locomotives will be converted into coal burners, although only 160 miles of main line are affected, the Sedalia division between New Franklin, Mo., and Parsons, Kan. Recent contracts for fuel oil insure an adequate supply for the next two years on the major lines.

The bulletin also reports a steady downward trend in the average freight rates, and that the average revenue of the road during December of 1924 was 7 per cent lower than the preceding December.

The Missouri-Kansas-Texas Lines announce the inauguration about April 1 of a motor train service consisting of a motor car and trailer, between Joplin, Mo., and Parsons, Kan. The motor car and trailer will have a total seating capacity of 94 passengers, with a speed range reaching 60 miles an hour. Baggage space will be provided behind the engine.

Arrival at New Orleans was delayed a few hours beyond the scheduled time by reason of a night fog in the river, and the special train arranged for the return over the Illinois Central by Mr. F. D. Miller, general passenger agent of that railroad at St. Louis, was set forward to 2:00 p. m., instead of the originally planned departure hour of 12:30. Even with this pre-arranged delay, the train was scheduled into St. Louis on the usual arrival time of the Panama Limited, at 7:30 a. m., but Mr. Chamberlin, the Tour Manager, had it slowed down so that the party might arrive at 9:00 a. m., thus giving ample time to breakfast on board and permitting of friends and members of the families of the returning travelers meeting them at Union Station in St. Louis at a more seasonable hour.

Selden-Breck Get Omaha Contract

THE Selden-Breck Construction Company, Fullerton Building, through its Omaha, Nebr., branch office has been awarded the contract for the new Federal Reserve Bank Building to be erected at Seventeenth and Dodge streets, Omaha. They will be paid \$426,651 for their work.

The bank is a branch of the Kansas City Federal Reserve District. It will be of reinforced concrete, brick, stone, steel and marble construction. It will be three stories and basement, 65 feet wide and 132 feet long. Construction will start at once.

ANNOUNCING

the incorporation of the

Britt Advertising Organization, Inc.

Advertising Agency



Saint Louis

under the laws of the State of Missouri

NOT a change in policy, nor personnel, but an evidence of our responsibility.

The Britt Advertising Organization, Inc., is an advertising agency manned and managed by trained agency men. Executives, artists, merchandise and copy experts, production men—all outstandingly successful in their fields. And all ready to strive to the utmost for our clients.

Here is a group of men who are making the advertising of a rather long list of successful firms exceedingly profitable.

You are facing sales and distribution problems that have a definite bearing on the growth of your business. An interview with one of our representatives may assist you materially. The telephone number is Olive 4822.

Charities Bureau

(Continued from Page 25)

in many cases receive charitable gifts that are not being used for the purposes intended, and in many instances they are supporting the harmful influences and persons of questionable moral standard. Here are a few facts about these missions:

1. The workers adopt military titles, uniforms and insignias in most instances. The word "Army" is used for obvious reasons, largely, of course, to collect money on the reputation of the Salvation Army. The Salvation Army does not solicit money in St. Louis on the streets for charitable purposes because of its agreement with the Community Fund. Givers should remember this and refrain from giving to solicitors who may be garbed in uniform similar to that of the Salvation Army. They are not workers for the Salvation Army—they are "Imitators" in costume only.

2. In many instances the workers for these missions solicit money, old clothes, food, etc., for their own personal support. No accounting is made or offered for the most part of how the funds raised are spent. Commissions offered to the solicitors range from twenty-five to ninety per cent. The amounts collected by the solicitors vary. Some times it will average \$75.00 to \$80.00 per day. Sometimes not more than \$25.00 or \$30.00 per week, depending very largely on the aggressiveness of the solicitor and the plausible story he can tell.

3. The arguments of these solicitors are about all the same. If a solicitor for any one of these missions claims that the money he collects is spent for the relief of poor families and the necessity of the work is questioned because of the existence of agencies doing this type of work, he will resort in the general denunciation of other family case working agencies. Sometimes they claim to have sent one of their workers to different agencies for relief just to prove that these agencies are not functioning properly. It is interesting to know, too, that among themselves these solicitors and workers for the so-called "Missions" are critical and contemptuous of each other. Oftentimes they charge that the workers of another "Army" are immoral and keep their collections for their own personal use.

4. Invariably these missions have no local board of directors or committees of responsible persons who can vouch for them.

While this statement is not true of every mission in St. Louis, members of the Chamber and citizens of St. Louis must bear in mind that any religious mission claiming to do charity work, such as family case work, work among children, etc., even though they were to undertake such work should not be supported because this type of service is already adequately being cared for by legitimate, recognized charitable institutions. Any new agency attempting to undertake this work will be merely duplicating the efforts of an existing institution. Duplication always results in double overhead and means not only wasted effort but wasted money.

At present, the Charities Bureau does not pass on the activities of any religious organization or any organization not falling directly in the field of charitable endeavor. However, the Bureau has petitioned the Chamber of Commerce to broaden its scope of activities to include not only the investigation of appeals for charitable institutions but also that of non-charitable appeals, so that the members of the Chamber of Commerce may be informed at all times on all appeals made to them for money, no matter for what purpose it may be. In the case of non-charitable appeals, the facts would be collected, under the Bureau plan, and presented to the members of the Chamber in a confidential bulletin at least once a week. Thus, a member would not have any excuse for ever indulging in unwise giving and he could always direct his gifts where they would accomplish the maximum good.

Douglas V. Martin Addresses the Sales Bureau

DOUGLAS V. MARTIN, Advertising Manager of the St. Louis Globe-Democrat, addressed a recent meeting of the Sales Managers' Bureau of the Chamber on "More Sales in The 49th State".

In discussing the subject he said in part:

"The '49th State' is like one large city, closely connected by railroad, interurban lines and highways. We have found that more than a million people a month come to St. Louis to buy. (That was more than one and a half years ago, before the highways were so highly developed as they are today.) Since that time, I dare to say that million has been changed to a million and three-quarters.

"This is the logical market to which most of these people come. So, I think we can look for a great influx of trade this year. Checking up what these people spend in the market, we found a representative group of them spent \$101.99 each. That is a bigger purchase than you or I make when we go downtown. These people are out there saving up money to buy what they need when they come into St. Louis.

"The assessed valuation of the '49th State' jumped from 1912 to 1922, one hundred per cent—it is now \$4,106,747,000.00. With a total valuation of more than twelve billion dollars. Greater than any one of 39 other States; greater than New Hampshire, Arkansas, Idaho, Montana."

St. Louis manufacturers ship to two-thirds of the U. S. at lower freight costs than manufacturers in other large industrial centers.



Close association with St. Louis affairs and thorough understanding of local conditions qualify us to handle St. Louis business for banks, trust companies and individuals to best possible advantage.

Mercantile Trust Company

Member Federal Reserve System

EIGHTH AND LOCUST



Capital & Surplus
Ten Million Dollars

—TO ST. CHARLES

SAINT LOUIS

This advertisement is also appearing in several national publications

Annexation Advantages

(Continued from Page 12)

of industry: sites on which to build and expand.

Expansion is expensive, but a worth while investment. And once we undertake this step, we might as well avoid future possibilities of recurrent land shortage by taking in the entire county. Chicago's area of about 200 square miles is today entirely too small, and the city is now facing our problem: that of being strangled by a multitude of suburban towns which stubbornly refuse to merge with the city. Chicago's experience has taught its people that once annexation takes place, it will pay to annex thousands of square miles at one time and thus safeguard the city's future. Los Angeles, benefiting by the experience of others, has already taken in a total of nearly 400 square miles, and does not intend to stop at that. San Francisco could now be a city larger than St. Louis if it had had the foresight of annexing the territory now covered by a suburb of over 200,000 inhabitants, and which is destined to outgrow San Francisco. St. Louis must keep on growing, and only annexation of the entire county will make possible an unhampered growth until the ten million population mark is reached.

It is the recommendation of the writer that St. Louis extend its boundaries to include the entire County, giving it an area of 548 square miles, and an immediate population of nearly 900,000 people. With our present facilities extended to cover the entire 548 square miles, nothing will prevent St. Louis—GREATER ST. LOUIS—from attracting thousands of industries and millions of people. Centrally located in the richest and most powerful nation on earth, St. Louis should naturally become Chicago's and New York's equal, if not even larger. But this can never be realized as long as the city remains a comparative village of only 61 square miles.

Retailers' Convention Highly Successful

(Continued from Page 9)

A. J. Willmann, Junior, A. Willmann & Son Department Store, Hannibal, Missouri, on "Advertising Ideas That Increased Cash Business 300 Per Cent in Six Years".

At the afternoon session, R. Fullerton Place, President of the Advertising Club, presided. At the evening session, C. E. Williams, First Vice-President of the Advertising Club, presided. Following the evening session on Tuesday, card writing demonstrations were staged, arousing considerable interest.

On Wednesday afternoon the educational sessions were resumed, with a larger attendance than on the previous day and evening. Felix Coste, Second Vice-President of the Advertising Club, presided and the following speakers were presented:

W. Leonard Thompson, Assistant Chief of the Domestic Commerce Division, U. S. Department of Commerce, on "A Service Station for Retailers".

E. S. Charles of the Charles Company, Napoleon, Ohio, on "Using Direct Mail Successfully".

L. R. Heflin, Secretary of the G. & G. Stores Company, Fairfax, Oklahoma, on "Outmailing the Mail Order Houses".

The educational sessions were closed with an address by L. G. Boone, President of the American Retailers' Association, and also President of Boone & Sons, Elkton, Kentucky, who spoke on "Plans for 1925".

On Wednesday evening, February 11th, members of the Association were the guests of the Association at a banquet and entertainment held in the Ball Room of the Statler Hotel. As was anticipated, there was a large overflow, but all guests were adequately taken care of in extra dining rooms which had been provided.

L. G. Boone, President of the A. R. A., presided. After each guest had been seated, he

was presented with an alphabetically arranged telephone pad, bound in leather and engraved in gold, with the words "American Retailers Association, February 11, 1925". The program of the evening consisted of opening remarks by President Boone, a Welcome to St. Louis by Honorable Henry W. Kiel; Greetings from the Chamber of Commerce by W. Palmer Clarkson, President of that organization; a Welcome from the Advertising Club, R. Fullerton Place, President. Interspersed between the addresses were selections by the St. Louis Male Quartet and two beautiful vocal selections by Miss Aileen Hare.

The address of the evening was delivered by Theodore H. Price, Editor of Commerce and Finance of New York City, who spoke on "A Sermon for Retailers".

The meeting closed with Entertainment de Luxe furnished by David E. Russell, manager of the St. Louis Municipal Opera Company.

Much credit for the successful outcome of the educational sessions is due to the committee of the Advertising Club, consisting of Michael Levy, General Chairman; John H. DeWild, Chairman Program; Arthur Schanuel, Chairman Advertising; J. L. Isaacs, Chairman Publicity; Roy Edmonds, Out of Town Publicity; Marvin J. Wilkerson, Out of Town Publicity; Frank Fuchs, Local Publicity; Arthur H. Utt, Local Publicity; R. Fullerton Place, Presiding Officer; Chas. E. Williams, Presiding Officer; Felix Coste, Presiding Officer; Fred E. Winsor, General Secretary.

Credit should also be given to Mr. Irvin Bettmann, Chairman of the Entertainment Committee, and Mr. J. Harry Rabe, Chairman, and Mr. W. C. Fisher, Vice-Chairman of the Reception Committee, as well as the other seventy-five members of the Reception Committee who contributed in a large measure to the successful outcome of the convention.

Job printing of the "better kind"

Letterheads Inserts Billheads
Envelopes Blotters Statements
Loose-leaf Sheets Office Forms

Telephone Main 3480

Buxton & Skinner
Printing and Stationery Company
On Fourth Street at Olive     Saint Louis

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

April, 1925

Number 8

TABLE of CONTENTS

T. P. BARNETT'S PRIZE WINNING PAINTING.....	2
MUNICIPAL ADVERTISING COMPANY.....	5
By W. Palmer Clarkson	
PROGRESS OF ANNEXATION CAMPAIGN.....	6
"GOOD WILL" TOUR THROUGH MISSOURI.....	7
THREE NEW, FAST TRAINS TO EAST.....	8
RESULTS OF ST. LOUIS' NEWS BUREAU.....	9
TRAFFIC PROBLEMS BEING STUDIED.....	10
BUSINESS SHOWS IMPROVEMENT.....	11
THE BUSINESS SITUATION.....	12
By Archer Wall Douglas	

OFFICERS

W. PALMER CLARKSON, President.
CARL F. G. MEYER, Second Vice-President.
BAXTER L. BROWN, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDBY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER	E. D. NIMS
JOHN H. GUNDLACH	HARRY F. STIX
HAROLD M. HESS	JOHN B. STRAUCH
LOUIS F. LUMAGHI	F. W. A. VESPER
ROBT. L. NIEDRINGHAUS	LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN	MORTON J. MAY
IRVIN BETTMANN	JULIUS SEIDEL
WILLIAM R. COMPTON	*W. SCOTT HANCOCK
*F. ERNEST CRAMER	HOWARD V. STEPHENS
W. H. ELLIOTT	*O. L. SWANZEY
J. H. FARISH	L. A. VALIER

W. L. WIMMER

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman;
R. S. Rauschkolb, Secretary.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
George E. Fredock, Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. of C. BUREAU—
Theodore Fleming, President;
Ray G. Mills, Secretary.
MEMBERS' CONFERENCE—W. Scott Hancock, Chair-
man; Lon Sanders, Vice-Chairman.
MEMBERSHIP—W. S. Cummings, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter L. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—O. L. Swanzeay, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



(The Commonwealth Edison Building, Chicago. D. H. Burnham & Co., Architects)

The Beauty of Terra Cotta Endures for Ages

The cleaning of a Terra Cotta surface is accomplished with remarkable ease. The delightful colors are quickly restored to their original beauty—all at very nominal cost.

This photograph shows the Commonwealth Edison Building at Chicago receiving its annual cleaning. The cleaned portion represents half a day's work for the men on the scaffold.

And the beauty of Terra Cotta endures throughout endless cleanings. For details call or write The Terra Cotta Service Bureau, 307 N. Michigan Ave., Chicago, telephone Dearborn 4251.

Build with TERRA COTTA for Beauty

Greater St. Louis



*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

April, 1925

Number 8

Our Municipal Advertising Campaign

BY W. PALMER CLARKSON,

President, St. Louis Chamber of Commerce

UNDER joint supervision of the City Administration, Advertising Club of St. Louis and the Chamber of Commerce, the Municipal Advertising Campaign is getting under way for the coming year. It is largely through this campaign that the fame of St. Louis as an excellent place in which to live, work and play has been spread broadcast and thousands of firms and individuals throughout the nation now know of the attributes of St. Louis.

So generally is this important phase of our development recognized, that in response to one circular letter sent to individuals and firms which subscribed last year, one-third of the quota has been received by the committee in charge. The next step facing this committee at this time is to raise the balance of the money necessary to make the campaign this year the greater success which it should be.

As is known, the Chamber of Commerce and Advertising Club raise half of the fund among the business and professional men and women of the city, while the city each year has appropriated a like amount from the city treasury to conduct the campaign. Last year the total fund was \$70,000 and this amount is needed this year to carry out the program planned. A detailed report of how this money is spent is made to the subscribers and city officials each year and any one else desiring copies may secure them by communicating with the Chamber.

It is highly important that every one give this movement support. It is by means of this advertising and by the services to the city of the St. Louis News Bureau, an adjunct of the Municipal Advertising Campaign, details concerning which will be found elsewhere in this issue, that the good name and attributes of our city can be most rapidly and effectively made known to the rest of the world.

That the campaigns we have conducted have been successful is attested by concrete results in the form of new industries and new citizens who have been brought here largely through the advertising. Hundreds of inquiries are received by the Chamber of Commerce in response to the advertising campaign and in cases where firms request information, intensive follow-up work is done by the Industrial Department.

The outstanding results of this work are worthy of every one's consideration.

Petitions for Appointment of Board of Freeholders Filed in St. Louis and County

**Board, Composed of Nine St. Louisans and
Nine Residents of St. Louis County, Will
Have Year to Agree on Plan of Consolidation**

PETITIONS for the appointment of a Board of Freeholders to consider the extension of the city limits, were filed March 27 with the Boards of Election Commissioners of St. Louis and St. Louis County. There will be 18 members of the Board of Freeholders, nine to be appointed from the city and nine from the County. They will have a year in which to agree upon a plan of consolidation.



Filing Petitions for Appointment of a Board of Freeholders to Consider Extension of St. Louis' City Limits. Left to Right: W. M. Ledbetter, F. W. A. Vesper, and Judge Samuel Rosenfeld, Representing the Metropolitan Committee of the St. Louis Chamber of Commerce; George Eigel, Chairman, Wm. F. Fahey, James Y. Player, Secretary, and Harry C. Willson, Members St. Louis Board of Election Commissioners.

The filing of the petitions was a formality, but they must be checked over and certified to the Mayor and Judges of the Circuit Court of St. Louis and the Judges of the Circuit, Probate and County Courts of St. Louis County, who will then appoint the Freeholders.

The petitions were filed by a sub-committee of the Metropolitan Committee of the Chamber of Commerce, under whose direction they were circulated. This sub-committee consisted of F. W. A. Vesper, Chairman of the Metropolitan Committee, former Circuit Judge Samuel Rosenfeld and W. M. Ledbetter. The city petitions were said to contain the names of 11,759 registered voters, while the county petitions contained the names of 3,015 county voters. The law requires a number equal to 3 per cent of the total vote cast for Governor in the last election, which would be about 7,500 for the city and 1,410 for the county.

Chairman George Eigel, of the St. Louis Board of Election Commissioners, and Messrs. Harry Wilson, James Y. Player and William E. Fahey, members of the Board, received the petitions filed at the City Hall and assured the Committee they would be given immediate attention. As soon as the signatures have been checked, the petitions will be certified to the Mayor, who will within ten days thereafter call a meeting of the Circuit Judges, and they will have 30 days in which to select the city's nine representatives. Not more than five of these may belong to the same political party. So far there has been little discussion of the city's Freeholders.

The County petitions were filed at Clayton and were received by Commissioner J. C. A. Hiller, the other member of the Board of Election Commissioners, Robt. W. McElhin-

ney, not being in his office at the time. These petitions contained names of residents of all parts of the county, including Webster Groves, Kirkwood, and Clayton. A large number were also presented from Wellston, University City, Richmond Heights, Maplewood, St. John's Station, Ferguson, Florissant, Jennings, Vinita Park, Midland and other localities.

Speculation over the personnel of the appointees from the County has been active for some time and while there are few pronounced candidates for the nine places, quite a number of men from different parts of the county have been mentioned. Not more than five of the nine can belong to the same political party. Among those mentioned for the appointments are: Former Senator A. E. L. Gardner, former Circuit Judge George H. Williams, Arthur V. Lashly, George Trampe, George W. Baumhoff, Charles Harwood, Clarence Shotwell, Robert Roessel, Joseph McAtee, Robert Powell, George Wiethaupt, F. W. A. Vesper, C. E. Williams, John M. Atkinson and Bernard Greensfelder.

Circuit Judge G. A. Wurdeman, who will be a member of the body which has the appointment of the county's representatives on the Board, said he thought all parts of the county and all classes of citizens should be represented on the Board.

Three plans of extending the city limits, which have been stationary for nearly 50 years, will be considered by the Board. They are (1) Return of the city to St. Louis County, (2) Annexation of the entire County by the city, or (3) annexation of portions of the county by adjusting the boundaries. Any scheme recommended by the Board of Freeholders must be approved by the voters of both the city and county.

The schedule of filing of petitions, appointment of Board of Freeholders and other steps in extension of the city limits,



Filing Petitions at Clayton. Those in Picture are, Left to Right: Judge Samuel Rosenfeld, May Stacy, J. C. A. Hiller, Harry Boyce, Adele Autenrieth, F. W. A. Vesper and W. M. Ledbetter.

are being carried out, in accordance with provisions of Amendment No. 7, in the following order:

1. Filing of petitions with the Boards of Election Commissioners of St. Louis and St. Louis County.
(No time limit between 1 and 2.)
2. Certification of petitions to Mayor of St. Louis and Presiding Judge of Circuit Court of St. Louis County.
(10 days' limit between 2 and 3.)
3. Mayor and Circuit Judges of the City of St. Louis, on the call of the Mayor, meet at the City Hall to consider

(Continued on Page 22)

"Good Will" Tour Through 48 Missouri Towns and Cities Next Month

Tour, Being Arranged by Chamber of Commerce Through Salesmanagers' Bureau, to Have Large Delegation—Territory to be Visited is of Great Importance to St. Louis Market

THE largest delegation ever comprising a "Good Will" Tour into St. Louis trade territory is anticipated by the Good Will Tour Committee of the Sales Managers' Bureau on the Chamber of Commerce "Good Will" Tour through forty-eight cities and towns in Missouri, May 18 to 23, inclusive. The purpose of the tour is to strengthen and perpetuate the feeling of good will between St. Louis and cities and towns in Missouri with which St. Louis enjoys a cordial relationship. The tour is being arranged by the Chamber of Commerce through the Sales Managers' Bureau.

Good Will tours afford one of the best methods of getting acquainted with our sister towns and cities. They have been utilized by St. Louis for a number of years with very satisfactory results.

The opportunity of visiting the section of Missouri selected for this tour is keenly anticipated by St. Louis business men because it is often true that nearby territory is neglected for that which lies far away.

"It is an axiom that good will is built up and business deals more readily consummated by those who know each other; friendship begets confidence and good will, two of the most important factors in business," it is stated by O. L. Swanzy, Chairman of the Sales Managers' Bureau, who with Phil A. Becker Chairman of the Good Will Tour Committee, and Scott R. DeKins, Secretary of the Bureau, will head the delegation.

A special train of Pullmans with diner, baggage-cars and observation-lounging-cars will be routed through the sections of the state to be visited, with sufficient time allowed at each stop to permit delegates to visit friends and customers. Col. Fred Seymour's band will accompany the tourists.

The delegates will wear uniform straw hats with uniform white bands. Each will be bedecked with a white silk badge lettered in gold, indicating that the tourist represents a St. Louis business concern. A large banner bearing an appropriate legend of St. Louis and an American flag will be carried at the head of parade formations in each of the towns. Delegates making the tour always carry a large supply of souvenirs, including advertising inserts, novelties, such as pencils, leather-cases, mirrors, balloons, whistles, memorandum-books, rulers and feathers for distribution on the way.

At each stop the tourists will detrain and to the martial strains of music will march into the heart of the town, breaking ranks upon arrival at the business center. While the

band is playing in the shopping center, the delegates will visit their friends, and one of the St. Louis speakers will explain briefly the purpose of the trip to the citizens who have gathered in the square.

Letters are being sent to Mayors and Secretaries of the Chambers of Commerce and Commercial Clubs in each city and town to be visited, and about 500 newspapers will receive feature stories describing the trip, announcing the itinerary and giving the names of the delegates and firms they represent who are making the tour.

The trip has been commended by two of the other large organizations in St. Louis. R. Fullerton Place, President of the Advertising Club, said: "Your 'Good Will' Tour in Missouri is coming at a most opportune time. In my opinion this is one of the best things you could do, not alone from a business standpoint, but to cement a closer relationship between St. Louis and the state. We are on the eve of a great good roads development which will bring cities and towns and farms together. I feel sure that there will be sincerity in every handshake and real sentiment in every 'Glad to Meet You' on this trip." H. W. Geller, President, St. Louis Convention and Publicity Bureau, made the following observation: "A splendid way of not only advertising St. Louis, but of expressing our thanks to those with whom St. Louis does a large annual volume of business, is had through 'Good Will' Tours. The trip through Missouri will be profitable both to the city and to the individual firms represented."

All meals will be served on the train, and delegates will sleep in their berths at night stops with

the train standing. Night stops will be made at Nevada, Kansas City, Chillicothe, Moberly and Mexico City. In these cities, local committees are arranging welcome meetings to be addressed by local speakers and the St. Louis delegates.

Phil A. Becker, who has, perhaps, headed more successful Good Will Tours than any other St. Louisan, gives the following reason why every St. Louis concern should be represented on this tour:

"St. Louis is the hub of the Mississippi Valley—Its trade covers a vast territory due to its unsurpassed railroad and shipping facilities combined with the ability of its industries to successfully cope with other centers.

"The section of Missouri through which this Tour is routed is a competitive region—personal contact with its

Missouri Tour to be Highly Beneficial

THE coming "Good Will" Tour is certain to be of great benefit to the firms participating and to the city generally. The Chamber and the Salesmanagers' Bureau have staged a number of such tours in recent years and results following each of them have always been highly satisfactory.

The most recent "Good Will" Tour of the Chamber was last February to the Latin-American nations of the Caribbean Sea district—the third tour to that section in as many years. Last May, the Salesmanagers' Bureau and Chamber of Commerce conducted a tour through Mississippi, Louisiana and Tennessee.

The forthcoming tour, covering our own state, is expected to be unusually successful, because of the closer friendships that will be formed with our neighbors. The entire state is being brought more closely together by the development of good roads and St. Louis, by means of the approaching tour, will be first to welcome our neighbors of the smaller communities to visit us and to nurture the closer friendships that will result.

St. Louis' Position as "Gateway to East" From West and Southwest Strengthened

**Big Four, Baltimore and Ohio and Pennsylvania Lines
Announce New, Fast Trains Reducing Running Time
Between St. Louis, New York, Washington and Boston**

ST. LOUIS is to have three new, fast trains on as many roads to New York and Washington, beginning Sunday, April 26, by which travel to the East through St. Louis is expected to receive considerable acceleration. These new trains are in addition to the fast trains now running between St. Louis and the East, all of which schedules will be maintained.

The roads announcing the new trains are the Pennsylvania, which will operate a new train between St. Louis and New York City; and the New York Central (Big Four Lines) and the Baltimore and Ohio Railroad Company, which will run new trains between St. Louis and New York, Washington and Boston.

The new trains will accentuate the position of St. Louis as the Gateway City to the East from Western and Southwestern points.

Details of the new trains as announced by the roads are as follows:

New York Central Lines

The New York Central will run a new fast train to New York and Boston which will be all-Pullman and contain a club car, observation car, drawing-room, compartment sleeping cars, valet, maid, stenographer and an up-to-date equipment in every respect.

These trains will leave St. Louis at 9 a. m. and arrive in New York at 10:50 the next day, arriving in Boston at 1 p. m. The west-bound train will leave Boston at 2 p. m., leave New York at 4:45 p. m. and arrive in St. Louis at 5 p. m. the following day.

Baltimore and Ohio

The Baltimore and Ohio train to be inaugurated will be known as "The National Limited". It will be an all-Pullman solid steel train and a duplicate of the "Capitol Limited," the premier train which the Baltimore and Ohio Railroad started two years ago between Baltimore and Chicago. The new train will be operated between Washington and St. Louis, being the first all-Pullman train of any railroad running between these cities and providing the shortest route between them.

Although the "National Limited" will be made up at Washington, patrons to and from New York, Philadelphia, Wilmington and Baltimore will also be afforded through Pullman accommodations, as sleepers to and from these cities will be handled on the "National Limited" west of these cities.

The "National Limited" will leave St. Louis at 12:00 noon, arrive Cincinnati, 8:40 p. m., arrive Washington, 12:45 p. m.

Through sleeping cars of this train will arrive at Baltimore, 1:48 p. m., Philadelphia, 3:57 p. m. and New York, 6:20 p. m.

Pennsylvania Lines

The new 24-hour, all-steel, all-Pullman train of the Pennsylvania Railroad, "The American" running between New York and St. Louis, will reduce the present running time between these cities.

The 91 miles from Philadelphia and New York will be made in 144 minutes, which time includes reduced speed through Newark, N. J., and the change to electric engine at Manhattan transfer. This will be the fastest time maintained into New York under a regular schedule, from Philadelphia.

"The American" east-bound is to leave St. Louis daily at 8:58 a. m., arriving North Philadelphia 8:21 the next morning, and the Pennsylvania Station, New York City, at 10:05 a. m. The leaving time at St. Louis was carefully arranged to provide connections east-bound for the many morning trains arriving in St. Louis from the West and Southwest before 9 a. m. Through service to Baltimore and Washington, arriving Baltimore 9:15 a. m. and Washington 10:20 a. m.

On the return trip "The American" will leave New York at 6:05 p. m. daily and North Philadelphia 7:51 p. m., Washington 6:30 p. m. and Baltimore 7:30 p. m., and arrive St. Louis at 5:10 p. m. following day, in time to make connections under the same roof in Union Station with trains for all points West and Southwest.

Equipment of the new trains will consist of a club car, observation-library-lounge car, dining cars, compartment and drawing-room sleeping cars. All modern conveniences of travel, including

bath, barber and train secretary will be provided and for the women-folk maid service will be installed.

Railroad officials anticipate a big increase in business in consequence of this additional service.

The purpose of the east-bound trains is to serve business men of St. Louis and the Southwest and West who will be able to leave here at a convenient time in the morning and arrive at their destinations early the following morning. The west-bound trains will leave New York and the other eastern points late in the afternoon at the close of the business day and will arrive here in sufficient time the following afternoon to permit connection with the over-night train for the West and Southwest.

Tribute From Los Angeles

AS AN instance of the general recognition St. Louis has received as a result of its new train service to the East, the following editorial, featured by the "Los Angeles Examiner" is quoted. The editorial, under the heading, "St. Louis Knows How to Secure Faster Trains," follows:

"The Pennsylvania Railroad announces that it will put on a daily through train from St. Louis to New York on April 26.

"The running time will be 24 hours flat!

"The distance is 1060 miles.

"The distance from Los Angeles to St. Louis is 2090 miles.

"The Pennsylvania Railroad calls its new train "The American". If that train continued westward to Los Angeles, it would make the trip in 72 hours from New York to Los Angeles.

"The Pensy has to cross the Appalachian mountains and the Allegheny plateau to reach St. Louis.

"The flattest part of America is between St. Louis and the Rockies, so the trip across the plains can make up the time lost in crossing the Continental Divide.

"The population of Los Angeles is greater than that of St. Louis, but St. Louis knows how to go after fast train service, and St. Louis gets it.

"More power to the live wires in St. Louis who voted \$87,000,000 for local improvements and shortened the train time to the East.

"It would be a good thing to put on a fast train between Los Angeles and St. Louis and get our people better acquainted."

P. W. Coyle, Traffic Commissioner of the Chamber, now is engaged in working out plans looking toward possible extension of fast train service out of St. Louis.

St. Louis News Bureau, Adjunct of Municipal Ad Campaign, Highly Successful

Scores of Stories, Stressing Progress and Advantages of St. Louis, Being Featured by Newspapers and Magazines in the United States and Some Foreign Nations

THE St. Louis News Service, which was organized last December as an aid to the Municipal Advertising Campaign in broadcasting to the world the wonderful and attractive features of St. Louis, has just made a compilation of the work accomplished in the four months of its existence, revealing that St. Louis has been given thousands of dollars worth of free, nation-wide publicity by the new bureau.

The news bureau began active operations on December 15 and since that time has been mailing out a twice-a-week service that gives a resume of the important news of the city, as well as presenting feature articles on leading industries and civic and municipal enterprises. The mailing list has been built up until now 273 papers receive the service, every state in the Union, in addition to Alaska, Canada and Mexico, being represented. In addition, an All-Missouri service was started in February and this goes out once each week to 103 Missouri papers. This presents the news from all parts of Missouri but also features St. Louis. It has been well received, a majority of the editors making use of all the items sent out.

A survey of the material sent out shows that up to the present a total of 45,000 pages of copy boosting the city has been mailed out. This means something like 9,112,500 words, most of them seeking to tell the message that St. Louis is a good place to live, to work and to play in. A book of clippings has been kept by the editor of the bureau at his office, 827 Buder Building, and a total of more than 250 columns of clippings has been compiled. It is estimated that the editor has been able to obtain only about 30 per cent of the clippings on articles that have been published. This, then, would mean that about 800 columns of publicity have been secured by the bureau.

But the handling of news has been only a feature of the bureau. In conjunction with the news, an experiment has been conducted in the sending out of free photographs on interesting things about the city to newspapers and magazines. This has succeeded exceptionally well and is proving a valuable ally to the news service in broadcasting the fame of St. Louis. Up to date 188 photographs have been distributed.

The bureau has been successful in placing several articles with magazines and trade journals, all of them based on industries or activities about the city, which will tend to further our reputation as a great and leading metropolis. In the past week an article dealing with the world's largest fish hatchery in the United States, located in Forest Park, has been accepted by Outdoor America in Chicago; another on the St. Louis Museum of Natural History has been accepted by the Public Educator in Boston and the bureau editor is now engaged in preparing a special article on St. Louis Schools for the Southern Architect and Building News at Atlanta, Ga. This magazine likely will devote its entire issue to the St. Louis article.

In the handling of news, G. V. Kenton, the bureau editor, has established a working connection with the Associated Press, the United Press and the International News Service, the representatives of these associations being supplied with copy each week, which they in turn send out to their mail clients. This plan results in much dignified publicity, as only items of a constructive nature are prepared. The bureau now is operating under a policy of sending out no crime news and developing only those

things which will go toward improving our reputation abroad, so that new citizens and new industries will be induced to keep coming here.

A valuable alliance has been formed with the Newspaper Enterprise Association in Cleveland, whereby pictures and feature articles about St. Louis are distributed. The N. E. A. is serving more than 700 publications and material accepted by it usually obtains a wide distribution.

Another activity of the bureau is the aiding of motion picture men to arrange for suitable St. Louis material to be run in the weekly news reels of the film companies. The bureau has aided in the taking of three such pictures—opening of the monkey house at the Zoo, bird dog spotting contraband game in packages at Union Station, operations at the fish hatchery in Forest Park,—and is planning more.

Future plans of the news bureau include widening the scope of the picture service; the building

of a still more substantial newspaper mailing list; the devoting of special attention to the trade journal and magazine field and the extending of still further aid to motion picture events that carry a message of good will for St. Louis.

Although the news service is yet young, it has demonstrated that it is a valuable aid in helping to upbuild the city. Confidence in it has grown steadily and editors are recognizing it as worthy aid.

To give readers of this magazine an idea of the sort of material that is being sent out by the bureau, a portion of three articles are reproduced below. Here is a part of one on the shoe industry sent out last January:

"With the St. Louis Pageant of Footwear Fashions just concluded and with total sales conservatively estimated at \$8,000,000, officers of the St. Louis Shoe Manufacturers and Wholesalers Association have issued a statement saying that this city has conclusively demonstrated its leadership in the shoe world.

"More than 4000 merchants, representing virtually every state in the union but principally from Kansas, Oklahoma, Texas, Missouri, Arkansas, Tennessee, Mississippi and Louisiana attended the three-day pageant and viewed the 25 models who paraded, with their pages, down a long runway through the midst of the assembled visitors. The models wore, not only the latest and newest styles in feminine and children's

News Bureau's Work of Great Importance

THE St. Louis News Bureau, organized last December as part of the St. Louis Municipal Advertising Campaign, is a distinct step forward in broadcasting the "good news" about our city. The St. Louis date line, over stories extolling our city, is appearing daily in numbers of newspapers reaching thousands of people, daily.

There is no doubt but that this news service, so strikingly distinctive in type, is causing additional attention to be focused on St. Louis. Working as it does in conjunction with the Municipal Advertising Campaign, the bureau's achievements are proving to be of incalculable benefit to St. Louis.

Detailed Analysis of Traffic and Highway Accident Problems Here Being Worked Out

*Committees of Prominent St. Louisans
Studying Situation and Will Report Findings
and Recommendations to City Authorities*

A COMPREHENSIVE analysis of the traffic and accident problem of St. Louis is now being made by five special committees appointed by the Plan and Arrangements Committee of the St. Louis Conference on Street and Highway Safety. This local conference has been organized by the St. Louis Safety Council at the request of the Mayor, The Traffic Council and the Former Board of Police Commissioners. Oliver T. Remmers, President of the Safety Council, is General Chairman of the Conference.

The remaining personnel of the Plan and Arrangements Committee who are supervising the Conference plans, is as follows: Robert E. Lee, Secretary-Manager, Automobile Dealers' Association; L. O. Honig, Building Owners' & Managers' Association; Phil. H. Brockman, President, DeLuxe Automobile Company; George J. Textor, President, Home Laundry Company; Mrs. F. H. Littlefield, President, Missouri Federated Women's Clubs, 8th District; Richard W. Meade, President, People's Motorbus Company; Harry E. Engel, Secretary, Team & Truck Owners' Association; John H. Brod, Jr., Chairman, Traffic Council; George F. Haid, Victor Motors Company; Herman Spoehrer, Secretary, Union Elect. Light & Power Company; Col. Albert T. Perkins, Manager for Receiver, United Railways Company, and Girard C. Varnum, Secretary-Manager, St. Louis Safety Council (Secretary).

The five special committees which have been appointed for the committee are as follows: 1. Statistical; 2. Traffic Control; 3. Engineering and City Planning; 4. Law Enforcement; 5. Public Relations.

The Committee on Statistics, whose Chairman is Dr. R. S. Vitt, Coroner, has completed a comprehensive report, dealing with a thorough analysis of the 187 accidental deaths involving motor vehicles which occurred in St. Louis during 1924. The report summarized the time of day these fatalities occurred, age, sex, business and social position of the drivers involved, as well as of the victims, causes of the fatalities, and a mass of additional data which has proven, and will in the future continue to prove valuable for study and analytical purposes.

The Committee on Engineering and City Planning, of which the Chairman is Herman Spoehrer, Sec'y, Union Electric Company, has completely analyzed the traffic accident problem from the standpoint of needed signs and signals, roadway markings, city planning, etc.

The Committee on Traffic Control, in charge of Col. Phil. H. Brockman, has analyzed the parking problem, has recommended special regulatory measures with reference to both pedestrians and motorists, and has further analyzed the local traffic accident problem as related to the control of traffic from every standpoint.

The Committee on Law Enforcement, whose activities have been supervised by Davis Biggs, Trust Officer of the

National Bank of Commerce, has analyzed the operation of the city courts from the standpoint of prosecution of guilty traffic law violators, and has made a number of interesting recommendations regarding enforcement of City and State traffic regulations.

The Committee on Public Relations has just started to function. This Committee is in charge of Arthur B. Birge, General Manager, Standard Unit Navigation Company.

The object of the St. Louis Conference on Street and Highway Safety is to thoroughly study the local traffic accident situation through the work of the five sub-committees mentioned.

When the Public Relations Committee has finally completed its work copies of all five committee reports will be distributed broadcast throughout the city. Every commercial and civic organization, labor union, improvement association, parent-teacher association, school patrons' alliance, city and state official, public utility, etc., will be asked to name a representative to meet at a General Conference which will be held about the middle of May, and at which the five sub-committee reports will be presented for discussion, correction and final adoption.

The final report adopted by this Conference should cover in a most comprehensive way many needed changes in the methods of improving local conditions with reference to the local traffic

Work Outgrowth of Hoover Conference

IN December, 1925, Secretary of Commerce, Herbert Hoover, called a National Conference on Street and Highway Safety, in Washington, D. C. This Conference was attended by more than four hundred authorities on the traffic accident problem, including a delegation representing the Safety Council and Chamber of Commerce.

The Final Report adopted by this Conference has been given wide national distribution, and the aim of the St. Louis Conference on Street and Highway Safety is to apply, wherever practicable, the recommendations adopted by the National Conference.

accident problem.

An independent survey of the problem has been made at the invitation of the St. Louis Safety Council, by the Engineering Staff of the National Safety Council. Much valuable information dealing more especially with the latest methods devised in many cities for improving conditions pertaining to the control of traffic, etc., have been included in the report of the National Safety Council on this matter.

It is agreed by almost everyone that the problems relating to the safe control of traffic are the most important ones now facing practically every large community in this country. With the growth of the automotive industry new problems have arisen and more of them are arising almost every day which necessitate changes in the regulations controlling the operation of motor vehicles and a broader educational program designed to reach both the walking and driving public.

The safety movement, although still in its infancy, is being looked to as the medium through which accidents on the streets and highways of our larger cities can be reduced.

In many localities problems have presented themselves which are difficult of solution because of the lay-out, condition and arrangements of the streets and highways which were not originally designed to meet present day conditions. These, however, can be improved through careful study, and many other matters dealing more directly with the operators of vehicles over our highways can be changed materially for the better by necessary legislative and educational programs.

St. Louis Firms in Most Lines Experiencing Good Volume of Business

*Expectation is General that
Aggregate Volume for 1925
Will Exceed that for Last Year*

WHILE business in the St. Louis territory has not experienced a "boom" or anything like it since January 1, yet firms in most lines are experiencing satisfactory gains and generally, leading men in the various lines are anticipating a satisfactory volume for the next six months.

Expressions from various firms follow:

F. W. A. Vesper, President, Vesper-Buick Auto Co.: "Business generally in our territory has shown a steady improvement each month over similar period last year and just now spring activity has begun in such a way as to indicate that the regular spring business, which is generally the height of the motor car season, will be greater than last year, but will probably not touch peak year of 1923.

"Automobile stocks not only in the hands of the distributors, but among the retail dealers throughout the territory are comparatively small; in fact, fewer cars are being carried on hand at this time than are usually found in spring, which means that a shortage in most popular lines and models is certain. This has already developed in some cases where deliveries on some models are not being promised short of thirty days after placing of the order.

"One of the very favorable indications is the general good weather conditions throughout the Mississippi Valley territory as compared to last year when at this time excessive cold weather, rains, etc., had greatly affected its opening. It is, therefore, safe to say that practically all of the conditions are favorable for a volume of business among the standard lines greater than 1924 and that the year as a whole will be generally satisfactory."

✽ ✽ ✽

L. D. Vogel, Vice-President and Secretary, Charter Oak Stove and Range Company: "Our business was quite satisfactory last year, and we did not look for a very decided improvement during the early months of this year. However, our shipments for the first quarter of 1925 are somewhat in excess of the same period last year.

"The orders for future shipment that have been booked so far do not however embrace as many units as we had up to this time in 1924. This fact, however, does not discourage us as an analysis discloses good reasons for it and our calculation that we will catch up and pass last year's orders in the first six months, seems now to be justified, but experience teaches that no one can, with any definite certainty, look very far into the future and what it will bring,—so many unlooked for things can happen and often do.

"We anticipate improvement in our line for the remainder of the year. We never allow ourselves to get in any other frame of mind, unless we know the fundamental conditions are bad. As long as they seem good we remain hopeful and set our sails accordingly."

✽ ✽ ✽

John F. Queeny, Chairman of the Board, Monsanto Chemical Works: "Our business shows an increase in volume in February over January and also in March over both February and January, indicating, therefore, a constant and decided improvement. In our opinion, the first six months of 1925 should exceed the volume of the same period of 1924. We believe that the improvements indicated so far in the first three months of the year will continue with us over the balance of the year."

✽ ✽ ✽

Ernest N. Birge, Manager, St. Louis Shovel Company: "There is certainly not a decided improvement in business since Jan. 1. The first six months of 1925 will be better than the same period of 1924, not because there is more business,

but because we went after it. We see nothing to indicate an improvement in business for the remainder of 1925. We are speaking of general business.

"It is my impression that we are making a mistake in talking 'boom' business. We are not figuring on anything of the kind in our line. There is an overproduction of many articles in the United States, and the man who gets the business will get it because of quality and everlastingly keeping after his prospects. He will have to make his profit by practicing economies and getting somewhat more than his share of the business to be had. We are not at all discouraged by the prospects, but believe that the sooner the business world quits talking boom business and realizes that everyone must get down to hard work and small margins, the sooner there will be enough to go around."

✽ ✽ ✽

J. Henry Conrades, President, Conrades Mfg. Company: "Notwithstanding a little improvement in conditions, orders have become very spotty, as you would call it; therefore, more or less indefinite. Indications are for a larger amount of business for the first six months of 1925, than for the same period of 1924. We feel very optimistic, and believe that the remainder of the year will be an improvement in our line, in fact we are anticipating same."

✽ ✽ ✽

C. M. Lawson, President, Ely Walker Dry Goods Company: "Business conditions generally are sound and we look with confidence to the future for satisfactory improvement. Our sales for the first six months of 1925 will exceed those of the same period last year."

✽ ✽ ✽

J. W. Harris, President, Harris-Polk Hat Company: "Business is coming along nicely in our line and present indications are that we shall exceed the volume transacted in the early part of 1924."

✽ ✽ ✽

Ed. Mallinckrodt, President, Mallinckrodt, Chemical Works: "General business conditions are steadily improving and we are optimistic in our outlook for 1925. We look forward to the volume for the first six months to exceed that of the same period last year."

✽ ✽ ✽

John A. Bush, President, Brown Shoe Company, Inc.: "While competition in our line is exceptionally keen, we are determined to do our share in maintaining for St. Louis the reputation for leading the world in 'shoes'. There has been a steady improvement in general business conditions since the first of the year and we believe the volume for the first six months of 1925 will exceed that of 1924."

✽ ✽ ✽

B. S. Thompson, Vice-President, Hoyt Metal Company: "We have noticed no particular improvement since the first of the year in our business, other than there seems to have been a large number of small orders. The first six months of 1925 will not exceed the same volume of 1924. We anticipate an improvement in our line the last four or five months of this year. The rise in prices caused everybody to buy from hand to mouth, and now the declining prices causes them to hold off on their orders. The result is that we have no big business in sight."

✽ ✽ ✽

I. F. Boyd, President, Boyd-Richardson: "Our business since January 1 has shown an improvement over the corresponding months of 1924. In our judgment, the first six months

(Continued on Page 25)

Spring Rains Make Outlook Bright for Crops In Parts of Territory

***Southern Planters Will Plant More Cotton
Than Last Year and Larger Acreage of
Corn in West and Central West is Expected***

By Archer Wall Douglas

AGRICULTURE holds the lead in the center of the stage with strong contrasts of conditions according to the extent of spring rainfall. At this writing, it is very dry in the southern halves of Arizona and New Mexico, with burnt up pastures, and live stock being shipped to irrigated pastures to feed. For there is much snow in the mountains in the northern halves, and irrigated crops are in good shape. Drought prevails in Texas in all save the extreme south and in the northeast, and the situation is very serious.

Winter wheat and oats have been severely damaged, and are being plowed up, and cotton planted in their stead wherever there is enough moisture to work the ground. Garden truck and early fruits are also suffering, except in the lower Rio Grande valley and in the northeast. Winter wheat has been hurt in western Kansas, and central and western Oklahoma by winter killing and drought, with much consequent abandonment of acreage which will go to kafir corn. Recent rains covered both Kansas and Oklahoma, and all the territory to the east as far as the Atlantic Seaboard. So that in all the Saint Louis territory, other than the dry portions noted above, there is abundant moisture in the soil, this being the best possible preparation for good harvests.

Reports from all sections indicate that the farmers are planning a more intelligent campaign this spring than ever before, as they realize that there is no surplus carried over of any of the major crops, or of livestock. The natural tendency is to plant largely of those commodities which are high in price, but so far there has been no radical action in that respect. Winter wheat acreage was only about 7 per cent larger than last year, but that has been about wiped out by the damage done so far to the growing crop.

As a consequence of this, there promises to be a larger seeding of spring wheat than last year. Such increase is not, however, the factor in production that is usually accorded to it. For the story of history is that the large harvests are seldom the result of great acreages, but rather of large production per acre. In any event, with the important wheat output of Russia out of consideration for export purposes for an indefinite period, there seems scant probability of our producing a wheat crop that will be large enough to materially lower the price of wheat below its present range.

Much the same story is true of cotton. In 1924, Texas raised over one-third of the cotton picked in this country, or about one-half of all the commercial cotton grown in the world outside of the United States. Now unless Texas gets good rains in April, there is small likelihood of a large crop of cotton being raised in the Lone Star state this season. So the probability of low priced cotton in 1925 does not seem forbiddingly imminent, while the outlook is for a larger consumption,

especially from abroad, unless the high price of raw material reduces the demand for the finished fabric as it has done in the past few years.

Corn is in the like category, for it will take a very large harvest this season to make up for the present shortage of merchantable corn, and there will be new corn coming on the market until next November. This situation is complicated by the fact that the hog population is very short, and it will

take another twelve months to replenish the depleted herds. So we may witness high priced hogs with low priced corn—a reversal of the present corn to hog ratio—because there are not enough hogs to eat up a large corn crop. Now the farmer is pondering over these things in the still watches of the night, for he, of all men, has time to think. He realizes that the purchasing power of farm products is greater now than at any time since 1920, and that his problem is to keep agricultural commodities as near their existing price basis as possible, with the chances of some decline in the next six months from their present level.

This promises to be offset however, by a lower range of prices of the commodities of industrial life. The serious agricultural problem of 1924, that of low priced livestock, is solving itself in the usual way in hogs and

cattle by decreasing numbers that ultimately will bring about higher prices. On the other hand, sheep are increasing both in numbers and in cost.

The most important effect of the harvest returns of 1924 was the removal of the accumulated load of debts piled up by several seasons of unremunerative crops, and that sapped all the courage and resolution of those who had to carry this financial burden. It is a different story now, with the agricultural world looking forward to the near future with more hope and confidence than it has felt since the war.

For the time being, the problems of uncertainty and doubt have largely shifted to industrial manufacturers as they realize that they face a conservative sentiment in buying that is both deep rooted and widespread, and that resists advances in prices of commodities without regard to the causes that lie behind them.

This has naturally resulted in an attempt to reduce costs of operation on the part of many manufacturers, and to institute such economies as will enable them to make lower prices on their wares. The usual resort in the past in such emergencies, that of cutting wages, is not in such favor as formerly, nor is it so easy to put into execution. One substitute, employed with much effect by the railroads, and by some manufacturers, is that of increasing the efficiency of their workingmen by maintaining wages and, at the same time, reducing the number of workers, but cutting down the cost of operation per unit of quantity and per worker.

Agricultural Outlook Promising

THE promise of great crops in most sections of the St. Louis trade territory is highly encouraging at this time. Farmers generally are looking forward to their anticipated harvests with confidence and this attitude is reflected, in turn, in the merchants of the agricultural districts. The purchasing power of farm products, it is pointed out by Mr. Douglas, is greater than at any time since 1920 and there is no great danger of any considerable recession from these prices. All of these conditions are convincing proof of the stability of future business.

"Neighborhood Bakery" Business in St. Louis Reaches Vast Proportions

First Bakery Started Here in 1812 by A. LeClere—More than Six Hundred Now—St. Louis Master Bakers' Association Nurturing Increased Expansion of Industry



View of Typical "Neighborhood Bakery"

WHEN A. LeClere, post baker for the army post stationed at St. Louis, opened the first bakery in this city December 12, 1812, he laid the foundation for an industry which, after a period of slow development, now has become an important one employing hundreds of workers and doing an aggregate volume of business approximating between \$6,000,000 and \$7,000,000 a year. This figure covers only the business done by the so-called neighborhood bakeries which sell direct to the consumer and does not include the great volume of business done by the large wholesale bakeries, which sell to retail stores.

For, since LeClere opened the first bakery here, the "neighborhood bakery" business has developed in every way. In LeClere's bakery, on Main street between Walnut and Elm streets, bread and crackers only were baked. Now, the smallest "neighborhood bakery" produces goods that would have been

considered marvelous in the old days—and some of the huge wedding cakes and other fancy goods produced at the present time by St. Louis bakers are really works of art in pastry.

For three years LeClere had the only bakery in the city. Then Tausaint Benoist saw the growing opportunity in that business and opened a bakery November 11, 1815, on North Church street. Then, in succession, shops were opened by Abija Hall & Co., the Dozier-Weyl Bakery Co., Francis Teutenberg, H. N. Kendall, Charles Holmes, Franz Rudloff, Moritz Freund, Henry Lohrman, William Pamprin, Mauck and Gisler, Fritz Walter, Joseph A. Bauer, Rudolph Kasselberg, Sam Sides and Kraus and Genedon.

Of these first bakeries opened in St. Louis, several remain in business, among them that of Mr. Teutenberg at 1402 Franklin avenue, which now is operated by the founder's

(Continued on Page 21)

Group of Railroad and Steamship Lines Have New Vacation Service

A GROUP of railroads and steamship companies has inaugurated a service by the issuance of Travel Club Certificates and the sale of Travel Club Railroad Tickets on the partial payment plan. The arrangement provides for the issuance of Travel Club Certificates to the public and the purchase by them of stamps each week to cover round trip tourist tickets. There are three plans. Plan A passengers will make 32 weekly payments and secure a reduction of 10 per cent from the regular tourist fares in effect at the time the trip is made. Plan B after making 25 weekly payments patrons will secure a reduction of 7½ per cent. Plan C at the conclusion of 20 weekly payments the roads will issue tickets at a reduction of 6 per cent.

The American Travel Club Plan makes it possible for patrons to save from 50c a week up in order to take advantage of a vacation trip, and secure a reduction in the cost of transportation. If the holder of certificates desires to change destination or in the event tourist fare increases or decreases between date of issuance of Travel Club Certificates and date of sale of ticket this can be arranged.

In the event patrons find it inconsistent to go through with a specific plan a refund will be made. This plan has been approved by the Interstate Commerce Commission and tariffs have been issued.

The American Travel Club Plan has been adopted and will be in effect on the Chicago and Eastern Illinois Railway, Illinois Central Railroad, Gulf, Mobile and Northern Railroad, Gulf and Ship Island Railroad, Birmingham

and Northwestern Railway, and by the following steamship companies: Chicago, Duluth and Georgian Bay Transit Company, Goodrich Transit Company and Michigan Transit Company.

With the ever changing conditions the railroads feel that by according the public a partial payment plan they will put their service within the reach of everyone. The plan was thought out by Mr. F. M. Hicks of the Gulf, Mobile and Northern Railroad to eliminate some of the loss occasioned by the cost of operating passenger train service.

New York Firm Locates Large Plant Here

J. M. HUBER, Inc., New York City, an old established manufacturer of printing ink, dry colors, varnishes and carbon black, has leased the Anheuser-Busch building at Second and Dorcas streets, where a large plant will be operated.

The firm decided to locate a large plant in St. Louis to take care of its extensive business in this city, and the territory to the West and Southwest, on account of the favorable distributing facilities, labor conditions and other advantages, which were carefully considered after a number of conferences with the Industrial Department of the Chamber of Commerce.



Morris Hoffman to Get Out Line of Suits

THE Morris Hoffman Clothing Co. of St. Louis, one of the country's largest exclusive manufacturers of men's trousers, will produce a line of young men's and students' suits for fall in addition to the line of trousers, it was announced by Morris Hoffman, president of the company.

Ray Gilbert, for the last 14 years designer for Ederheimer, Stein Co., Chicago, has been engaged as designer by Mr. Hoffman, and he will be in charge of the manufacture of the new line. Mr. Gilbert will bring with him from Chicago a sufficient number of picked men from the Ederheimer, Stein force to form an organization for the Hoffman company, it was said. Mr. Hoffman announced that the concern will manufacture in its St. Louis factories garments of good quality at a low price because of quantity production. The new line of suits will be carried by the same salesmen who have been selling the firm's trousers exclusively.

"I feel that there is a great demand in the St. Louis market and the territory it serves for the high types of clothing Mr. Gilbert will produce for us," Mr. Hoffman asserted. "We have all the facilities in our own workrooms to turn out the new line."

Mr. Hoffman said that the sale of trousers last spring was much larger than for last fall, and fully 25 per cent larger than for spring, 1924.

The Morris Hoffman Clothing Co. was organized in 1911, and this will be the first departure of the concern from the policy of exclusive trouser manufacturing. The company has 30 traveling salesmen, covering the entire country from St. Louis.

Up and Down the Street

Your property may seem, in a general way, to be as safe as that of your neighbors up and down the street. Why not make sure? Take advantage of our Loss Prevention Engineering Service, which will point out and show you how to remove every likely cause of loss by fire or accident. Call Main 5550 for this Service.

Lawton-Byrne-Bruner

Insurance
Underwriters



Insurance
Engineers

Pierce Building

Insurance against practically every loss that can happen to persons or property

S I L V E R A N N I V E R S A R Y—



C. R. COMFORT

CLARENCE R. COMFORT, founder and president of the Comfort Printing and Stationery Co., was born and raised in Saint Louis. He has been active in church and civic affairs here for many years. He is president of the Ben Franklin Club of St. Louis and is a member of the Chamber of Commerce, the Advertising Club, the City Club, the Kirkwood Country Club, Board of Trustees of Westminster College and a number of other organizations.

*This advertisement inserted
as a testimonial by employees
of the Comfort Printing and
Stationery Company.*

After Twenty-five Years~

It's a simple story, and yet it quickens the interest and fires the imagination, this story of one man's twenty-five years in business. After all, business has its romance.

From that first humble time when "desk space" was an office and a few borrowed dollars capital, to the present, the career of Clarence Comfort has been an epic of energy and faith. A quarter of a century ago the business drew trade from a few city blocks. Today, this bustling organization sells printing in every State in the Union and thirteen foreign countries. The Comfort Printing and Stationery Company is the largest shipper of C. O. D. parcel post out of St. Louis. It is the largest buyer of tags, having recently placed a single order of \$16,000 on this small item alone.

April is our anniversary month. Mr. Comfort is away on his vacation. During his absence, loyal employees plan to celebrate the anniversary by making this the most successful month in the history of the business. As one of the boys put it—"We're gonna give Mr. Comfort the biggest thrill of his life." Every man is on his toes. The drive is on! A swift response is being made to greater sales efforts. There's a silver lining gleaming brightly on this Silver Anniversary!

COMFORT

PRINTING—STATIONERY—OFFICE FURNITURE

107 NORTH 8TH STREET

Between Pine and Chestnut

St. Louis' Export Trade Shows Great Increase

EXCEPTIONAL growth and development have taken place in the export trade of St. Louis in the last few years, and continued progressive activity is being shown, according to an announcement made by T. L. Gaukel, district manager of the St. Louis office of the United States Department of Commerce. There are now more than 150 firms here doing an export business, Gaukel's figures reveal, which represents a threefold increase over the pre-war period. The advancement has been steady since 1857 when there was just one company handling exports. By 1900 the number had risen to 33 and by 1910 it was up to 62.

But St. Louis exporters are not content with their present trade, Gaukel says, and a sort of laudable wanderlust has seized them. Instead of dealing mainly with Cuba, Mexico and Canada, as formerly, they are now reaching out for more distant fields. With a great river at its door and 27 railroads radiating from its center, the city enjoys unusual advantages in transportation.

Other factors, too, have done much to foster the trade of St. Louis until it reached its present important volume. Primary among these has been the fact that industries in this city are located within a 500 mile radius of an almost unrivaled wealth of natural resources such as fuel, chemical raw materials, and mineral deposits. Cheap power and skilled labor have also strongly combined to lessen production costs, and this has had a stimulating result upon the foreign buyer. All of these things have brought about a diversity of production and manufacture which have made this city an important source of supply for foreign requirements in manufactured goods.

Certain of these articles are known the world over as distinctly St. Louis products. Boots and shoes, agricultural implements, lumber, hardware, sugar mill and other machinery, electrical supplies, chemicals and drugs, automobiles and accessories, sporting goods and building materials all feature largely in the products constantly flowing out of its district. Foodstuffs, raw materials, semi-finished goods, and manufactured products are equally available here.

It was natural that the first flow of St. Louis exports should have been to those foreign markets most readily available to this district; namely, Mexico, Cuba and Canada. Trade was increasingly developed with these markets until they are now the principal purchasers of Mississippi Valley manufacturers. The tremendous importance of St. Louis as an export center for trade with these markets is more clearly brought out when it is realized that industries in this district are doing an annual business with Cuba amounting to over \$14,000,000, and with Mexico of over \$10,000,000. St. Louis exports to these two countries represent 7 and 7.3 per cent, respectively, of the total export to those destinations by the United States.

Trade promotion agencies have also played their part in promoting export trade here. It is possible that no other city in the United States has facilities available to the exporter which surpass those now operating in St. Louis. These include the branch office of the United States Bureau of Foreign and Domestic Commerce, the Foreign Trade Bureau of the St. Louis Chamber of Commerce, and the St. Louis World Trade Club. The Bureau of Foreign and Domestic Commerce, of which a branch office was established here in 1914, is now carrying on an extensive distribution of last-minute information to exporters all over the Mississippi Valley.

U. S. Chamber Meeting In Washington

The Thirteenth Annual Meeting of the Chamber of Commerce of the United States will be held in Washington, D. C., May 19-22, at which time the new \$3,000,000 building of the Chamber will be formally dedicated.

The St. Louis Chamber of Commerce is entitled to send 10 delegates and 10 alternate delegates to this convention, and properly accredited delegates may purchase round trip tickets from St. Louis to Washington at one and one-half fare rates.

Only members of the St. Louis Chamber are eligible to be appointed as delegates. Any such member who wishes to receive credentials as a delegate, or as an alternate, is requested to communicate with the Secretary of the Chamber.



The Fact that the

Welte-Mignon

(Licensee)

can be had in the

BALDWIN

Reproducing Piano

Is itself a significant

Tribute to the

Welte-Mignon

(Licensee)

The Playing of the Master Pianists made to live for all Time.

▲ ▲ ▲ ▲ ▲ ▲

Through all the pages of history, music has ever occupied a prominent place in the affairs of man; even the most primitive races have recourse to music for the expression of their joys and sorrows. : : : : :

At the present day under the gifted fingers of the world's renowned artists the work of composers is transformed from a silent printed sheet into living messages of melodious sound to be handed down from generation to generation.

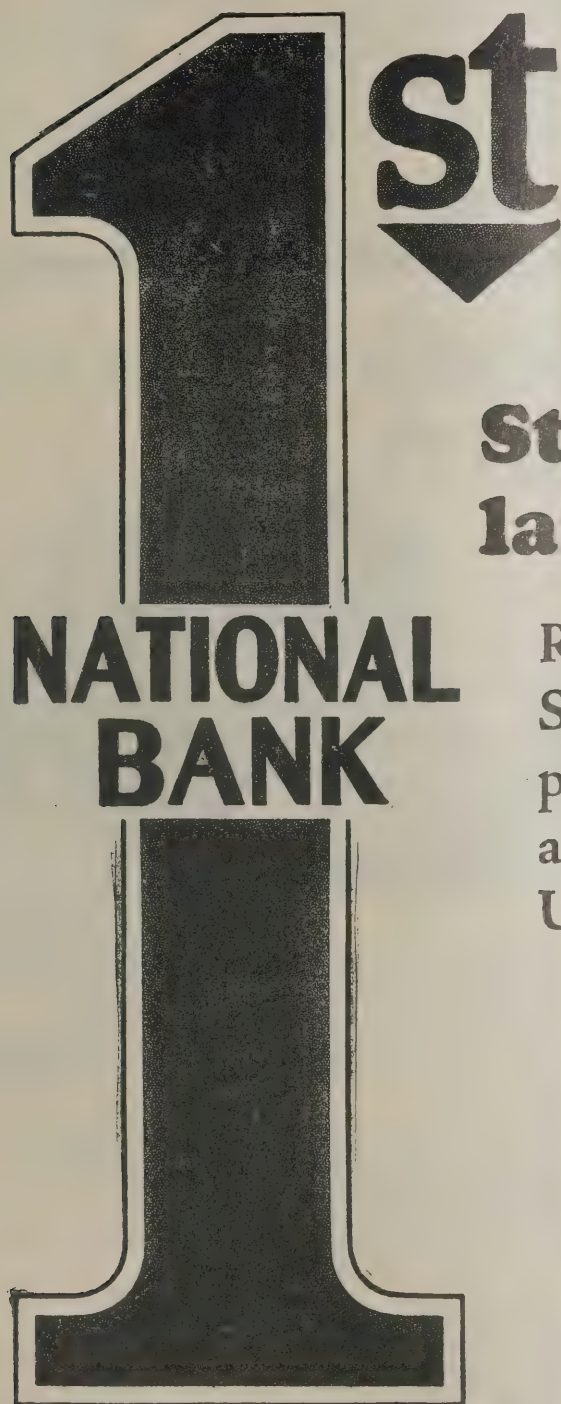
▲ ▲ ▲ ▲ ▲ ▲

The Baldwin Piano Company

1111 OLIVE ST.

Membership Committee Entertained by Chas. C. Peterson

Chas. C. Peterson, proprietor of Peterson's Billiard Parlors, was host to members of the Chamber of Commerce Membership Committee recently. Mr. Peterson set aside private parlors for the Committee and presented prizes to the ladies. Refreshments were served while the billiard games were in progress.



**St. Louis'
largest bank—**

Renders Service to
St. Louisans unsur-
passed by that of
any Bank in the
United States.

*Cordially Invites Conference
on any Financial Matter*



Broadway—Locust—Olive

FIRST IN SIZE AND IN SERVICE

Bright Outlook for Crops

(Continued from Page 12)

Throughout the Central West the percentage of employment and of volume of output in industrial life varies largely according to the circumstances surrounding each particular industry. Building and construction, including road making, are expanding with the coming of spring, and have not yet reached their limit. On the other hand, many coal mines are shutting down, as the operators apparently are going to the mat with the unions on the proposition of reducing the present wage scale to meet non-union rates, or else discontinuing all work for the time being. The manufacture of metals is slowing down the pace maintained in January and February, as a preliminary to see if sufficient new orders will come in, or whether there must be the inducement of somewhat lower prices. The premature attempt of the manufacturers of iron and steel products to advance prices met with the usual fate that attends such efforts at present, and the problem now is as to what is the level of prices that will attract more liberal buying for both present and future needs. The interesting and encouraging phase of the situation is that purchases for summer and fall futures lines are, on the whole, in comparatively larger volume than those for near by wants.

Production in leather and textile industries is experiencing that lessening tendency which comes at this season when spring wants have been taken care of and those for fall are still largely in the formative stage.

It is in fact that breathing time of day in practically all industrial lines, with much careful thought and study being given to the future, especially in view of the growing feeling that the days of high prices and of speculation are over for the present, and that such prosperity as may be our portion in the future will be the result of efficient and economical production, and of intelligent and prompt service in the

way of distribution. Meanwhile, agriculture is busy all the day long planting, cultivating and shipping, from the Mexican line to the Canadian border. This is true not only of the staple farm products, but equally so of those of lesser moment. For instance, East Texas expects to ship 1000 cars of tomatoes, and 500 cars of peaches this season. The Central South and the Southwest will plant more sweet potatoes, more peanuts, more rice, more feed stuff for livestock than last year. The tobacco growers of the Burley district in Kentucky and Tennessee will put in a large acreage of tobacco because of the unexpected manner in which they successfully weathered the troubles of 1924.

The South in general will plant more cotton than last season, if only the weather and the

supply of labor permit. So there will also be a larger acreage of corn in the West and the Central West. Everywhere, with few exceptions, the farmers are in a hopeful and constructive frame of mind, and look forward to the immediate future with both courage and resolution.

Erie Offices in Planters Building

THE offices of the Erie Railroad Company have been removed to 305-6-7 Planters Building, it is announced by L. H. Mann, General Agent of the Company here. The offices of the road formerly were in the Pierce Building.

COOPER-CARLTON HOTEL



The Cooper-Carlton is delightfully situated on the shore of Lake Michigan, overlooking East End Park (on Route 42). It is quiet and restful, away from the noise and congestion of the "Loop," yet only ten minutes by Illinois Central Suburban, or twenty minutes by motor from the business and shopping center of Chicago.

The Cooper-Carlton is surrounded by a thousand acres of public parks, and is conveniently located near fine beaches and well-maintained golf courses, where all sports, such as boating, bathing, golf, tennis, horse back riding, etc., may be enjoyed.

The large, airy, comfortable rooms are luxuriously furnished.

Reasonable Rates

Single	• • • •	\$3.00 per day and up.
Double	• • • •	4.00 per day and up.
Suites	• • • •	6.00 per day and up.

The dining room is unsurpassed—either a la carte, or table d'hôte—at very moderate prices.

If you come by motor, Route 42 passes our door. If by train, get off at the 53rd St. Station of the Illinois Central, Michigan Central or Big Four—two short blocks away. If on the N. Y. Central, Penn., Rock Island or Nickel Plate, get off at the Englewood 63rd St. Station and taxi a short distance through the parks.

Chicago Motor Club Tourist Bureau in our Main Lobby.
Rates and Reservations guaranteed. Wire reservation at our expense.
FREE BOOKLET ON REQUEST

COOPER-CARLTON HOTEL
Hyde Park Boulevard at 53rd Street • Phone Hyde Park 9600
CHICAGO

WEBSTER COLLEGE

for
Young Women
and Girls

The Ideal School for
Your Daughter or Ward

Empowered by the State
to Confer Degrees

FOR

Illustrated Prospectus of College
Address the Registrar

FOR

Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE

Webster Groves • • • Missouri

Bell Telephone, Webster 1465

COMMERCE CLEARING HOUSE
Announces the New
U. S. Board of Tax Appeals
and
Federal Court Service
Income and Estate Tax Cases

In order to fully comply with the requirements and demands of those interested in Income Taxes, this Service consists of

Docket and calendar.

Abstracts of Petitions,
including statement of
facts and assignment of
errors.

Abstract of Answers
made by the Commis-
sioner.

Notations of Briefs, Mo-
tions, Orders, Etc.

Finding of Facts.

Decision of Court.

Practice and Procedure
Information

Copy of All Documents
at Syndicated Cost

Routine Information and
Service covering your
specific cases without
additional cost.

Transcript of Evidence
at Syndicated Cost.

NO BUSINESS EXECUTIVE OR FIRM CAN CONSCIENTIOUSLY
BE WITHOUT THIS NEW SERVICE

For full information address
Mr. R. G. PHILLIPS
956 Planters Bldg.
ST. LOUIS, MISSOURI
Telephone Olive 7094

COMMERCE CLEARING HOUSE

CHICAGO
Illinois Mer. Bk. Bldg.

WASHINGTON
806 Union Tr. Bldg.

NEW YORK
67 Wall St.

New Postal Rates Explained in Article

By Postmaster Louis M. Alt.

FOR the information of its readers on new postal rates which went in effect April 15, "Greater St. Louis" herewith reproduces a brief synopsis regarding these changes which has been prepared by Postmaster Louis Alt.

The synopsis follows:

First-Class Mail (Written or typewritten matter, or that closed against inspection) 2c an ounce or the fraction thereof.

Government Postal Cards, 1c each.

Private Mailing Cards (Printed or written messages) 2c each. Precancelled stamps must not be used for postage on private mailing cards.

Second-Class Matter (Newspapers and periodicals mailed by the public (Transient Second-Class Matter)).

Complete copies of newspapers and periodicals mailed by individuals, (Transient Second-Class) 2c for each two ounces or fraction thereof, up to and including eight ounces. More than eight ounces in weight the fourth-class or parcel post rate is applicable.

Incomplete copies of newspapers and periodicals are subject to the third or fourth-class rate of postage according to weight.

For postage rates on newspapers and periodicals when mailed by publishers see Section 412, Postal Laws and Regulations 1924.

Third-Class Matter includes all miscellaneous printed matter, circulars and merchandise, eight ounces or less in weight, rate of postage 1½c for each two ounces or fraction thereof. More than eight ounces in weight, parcel post or fourth-class rates of postage apply.

Books and catalogs containing 24 or more pages, seeds, bulbs and roots, eight ounces or less in weight, are subject to special postage rate of 1c for each two ounces or fraction thereof. More than eight ounces are chargeable at the parcel post rate of postage. A single order form and a reply envelope, together with a circular letter or other printed matter relating entirely to a book or catalog of 24 pages or more weighing eight ounces or less may be enclosed with the book or catalog without affecting its mailability at the rate of one cent for each two ounces. However, the inclosure of loose printed sheets not relating exclusively to the book or catalog will subject the whole package to the rate of one and one-half cents for each two ounces or fraction thereof on and after April 15.

Fourth-Class or Parcel Post Mail Matter embraces all mailable matter other than that of the first-class weighing more than eight ounces. Postage rates remain the same as at present applicable to Parcel Post Mail, except that a 2c service charge is exacted for each parcel, to be included in the postage affixed to parcel.

Parcels or packages collected on rural delivery routes are not subject to the 2 cents service charge. Such parcels or packages must be indorsed "Mailed on Rural Route", to show that they are exempt from the service charge.

Special Handling Charge:—25c paid by means of stamps affixed to parcels and endorsed "special handling" will entitle such parcels to the same expeditious handling, transportation and delivery as is accorded first-class matter. This, however, does NOT include "special delivery".

"Special handling" of parcel post means speeding up the service en route on the trains, etc., while "special delivery" means speeding up the service after its arrival. It requires both services and both stamps to obtain the best and speediest mail service possible. Neither does any part of the work of the other.

The "special handling" service is new. The "special delivery" service has been in operation for years. The latter gives practically no advantage en route on the railroads, etc., between post offices which fact is not always understood.

As first-class mail is not specially delivered unless it bears a special delivery stamp, so therefore, "special handling" parcel post will not be specially delivered after its arrival unless it also bears the special delivery stamp. This is in addition to the regular postage as provided in the new law.

Mailers of perishables such as meats, vegetables, fruits, flowers, etc., and in fact any other articles now otherwise provided for by law or regulation have now under the new law, the privilege of purchasing "special handling" service, together with "special delivery" service, in case the mailers themselves consider that the commodity which they are mailing justifies the expenditure. It is for them to decide. If the mailer decides not to purchase the special handling and special delivery stamps, his consignment will be handled as ordinary parcel post is customarily handled. The mailer having been informed by the post-

master as to his rights, privileges and risks is the one to decide what service he desires to purchase.

The law having created different degrees of service for parcel post for the purpose of accommodating the demands of different kinds of commodities to be sent as parcel post, an opportunity is thereby afforded the mailer to purchase the kind of service he desires and the postmaster and railway mail service should give to mailers, in accordance with this law, such service and only such service as the postage pays for.

Special Delivery: The 10c fee still applies to letters, second-class, transient second-class, third-class and also on fourth-class matter weighing two pounds or less. For parcels weighing over 2 pounds and not more than 10 pounds a 15c fee is required. Parcels weighing more than 10 pounds up to the weight limit, 20c fee.

Money Order Fees: For orders not exceeding \$2.50..... 5c
For orders from \$2.51 to \$5.00..... 7c
For orders from \$5.01 to \$10.00..... 10c
For orders from \$10.01 to \$20.00..... 12c
For orders from \$20.01 to \$40.00..... 15c
For orders from \$40.01 to \$60.00..... 18c
For orders from \$60.01 to \$80.00..... 20c
For orders from \$80.01 to \$100.00..... 22c

Registered Mail: The fee on domestic registered articles valued at \$50.00 or less shall be..... 15c
For articles valued at from \$50.01 to \$100.00..... 20c
These fees do not include the postage.

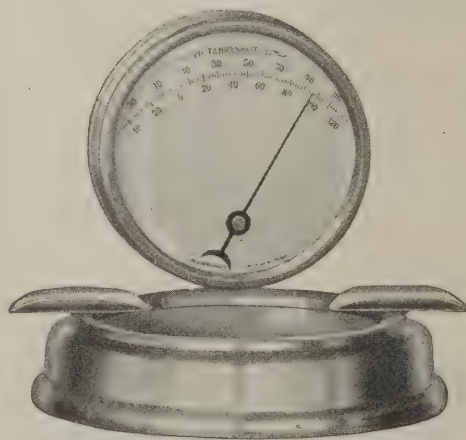
An additional fee of 3c must be paid by means of stamps affixed where a return receipt is requested.

Insurance Fees: The new insurance fees are as follows:

\$ 5.00 indemnity..... 5c fee
5.01 to \$ 25.00 indemnity..... 8c fee
25.01 to 50.00 indemnity..... 10c fee
50.01 to 100.00 indemnity..... 25c fee

An additional fee of 3c is exacted for return receipt as in the case of registered mail.

C. O. D. Fees: For collections up to \$10.00..... 12c fee
For collections from \$10.01 to \$ 50.00..... 15c fee
For collections from \$50.01 to \$100.00..... 25c fee



Combination Thermometer and Ash Tray

**Thermetallic
Manufacturing Co.**

Turn Interest in the Weather Into Interest in Your Business

Did you ever see a desk specialty that has more distinction and appeal than this attractive desk thermometer? Rich and handsome in appearance, it combines a Three-Inch "Dial" thermometer with an Ash Tray. Finished in highly polished nickel with permanent, colored glass tray. This article is an acceptable gift in the finest office. An excellent advertising medium, unique and attractive, assuring your advertisement a full measure of attention.

OUR "DIAL" WALL THERMOMETERS COME IN
FIVE SIZES AND A VARIETY OF FINISHES

Write for Our Illustrated Circular and Complete Information Concerning Other
Thermetallic Products.

F. L. BERLIN
ST. LOUIS DISTRIBUTOR

1029 Pierce Bldg.
Olive 8791

Statement of Greater St. Louis Ownership

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Greater St. Louis, published monthly at St. Louis, Missouri, for April 1st, 1925.

State of Missouri, City of St. Louis—ss.

Before me, a Notary Public in and for the State and city aforesaid, personally appeared A. B. Hendry, who, having been duly sworn according to law, deposes and says that he is the Editor of the Greater St. Louis, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation) etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Chamber of Commerce, 511 Locust St., St. Louis, Mo.

Editor, A. B. Hendry, 5660 Kingsbury Place, St. Louis, Mo.

Managing Editor, none.

Business Manager, A. G. Mungenast, 3662a Minnesota Ave., St. Louis, Mo.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

Chamber of Commerce: Pres.: W. Palmer Clarkson, 2 Windermere Place; Vice-Pres.: Baxter L. Brown, 6041 McPherson; Vice-Pres.: C. F. G. Meyer, 5503 Clemens; Treas.: Warren M. Chandler, 5247 Waterman; Counsel: Glendy B. Arnold, 5906a Clemens.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is.....

(This information is required from daily publications only.)

ST. LOUIS CHAMBER OF COMMERCE,
A. B. Hendry.

Sworn to and subscribed before me this 26th day of March, 1925.

Scott R. DeKins.

(Seal) (My commission expires March 5, 1926)

Growth of Bakery Business

(Continued from Page 13)

grandsons. A grandson of Peter Gisler also is running a bakery in St. Louis, at 2429 North Spring avenue.

Mauck and Gisler had the first bakery and confectionery in the city. The firm advertised large and fancy cakes and French and fancy candies and John Philip Mauck, who came to St. Louis from Paris in 1833, produced the first New Orleans "mead", a popular kind of taffy in the old days, to be made in St. Louis.

There are now about 600 bakeries in St. Louis, and St. Louis bakers have their own organization, the St. Louis Master Bakers' Protective and Benevolent Association, formed 37 years ago by August Gisler, Conrad Hagmeier and Jacob Leibrecht.

Great care is used by all of the proprietors of individual bakeries in the city to produce only the highest grade goods under the most sanitary conditions. Practically all of these bakeries have machines which do all of the work formerly done by hand and in each bakery is a great oven where scores of articles may be baked at one time.

Constant attention is given to the development of their business by the St. Louis bakers and meetings of their organization are held each month, at which problems are discussed and solutions worked out for them. Plato Priegel, who conducts an extensive wholesale and retail bakery business at 6801 Page boulevard, is president of the Master Bakers' Association.

Spring Activities Are Stimulating Business

BUSINESS is beginning gradually to respond to the stimulation of Spring activities. Evidence of this is found in increasing demand for textiles, automobiles and other commodities; in large projected building plans; and in greater buying by the railroads. The farmer is entering a new season in the most hopeful spirit in half a decade.

Follow the other signs of the times in our monthly trade letter—

TRADE TRENDS

A copy will be sent you on request.

The National Bank of Commerce
with which is affiliated the
Federal Commerce Trust Company
 **in St. Louis**

Annexation Petitions Filed

(Continued from Page 6)

the appointment of nine members of the Board of Freeholders to represent the city, not more than five of whom shall belong to the same party.

b. Judges of the Circuit, Probate and County Courts of St. Louis County, on call of the Presiding Judge of Division 1, meet at the Court House, in Clayton, to consider the appointment of nine members of the Board of Freeholders to represent the County, not more than 5 of whom shall belong to the same party.

(30 days allowed between 2 and 4.)

4. Appointment of Freeholders must be completed within 30 days, after the certification of petitions.

(Board of Freeholders meet on the second Monday after their appointment.)

5. At 10 o'clock on the second Monday after their appointment, the 18 members of the Board of Freeholders meet in the Chamber of the Board of Aldermen at the City Hall in St. Louis.

(Board of Freeholders has a year in which to complete its labors.)

6. The duty of the Board of Freeholders shall be "to prepare and propose a scheme for the consolidation of said City and County, or the inclusion within the County of the territory within the City, or the annexation to said city of part of the territory of said County, and to adjust all other matters and issues that may be necessary to effect either of said purposes."

7. When approved by the Board the scheme shall be signed in duplicate by the Board, or a majority of them, and one copy shall be returned to the Board of Election Commissioners of the City of St. Louis, and the other copy to the Board of Election Commissioners of St. Louis County, "within one year after the appointment of said Board."

(30 days between 7 and 8.)

8. Within 30 days after receiving the scheme, the Board of Election Commissioners of St. Louis and St. Louis County shall cause separate elections to be held in the city and county, on a day prescribed by said Freeholders, which shall not be less than 90 days nor more than 180 days after the filing of such scheme.

9. If a majority of the voters of both city and county voting at such election ratify the scheme, it is adopted and ways are provided for putting it into effect.

10. "Any scheme shall not be submitted oftener than once in five years."

Members of the Board of Freeholders will receive no compensation for their services, but the necessary expenses of the Board shall be paid—one-half by the city and one-half by the County, on vouchers signed by the Chairman of the Board.

Navy Advertising for Leather Products Bids

THE Navy is advertising for bids under Schedule 3624, opening May 12, 1925, for quantities of leather products, as follows:

Leather, artificial.....	2000 lin. yds.
Leather, belting.....	24335 ft.
Leather, belting, round.....	990 lin. ft.
Leather, fillet.....	23140 lin. ft.
Leather, harness, oak-tanned....	200 lbs.
Leather, laced, alum-tanned....	64600 lin. ft.
Leather, rawhide.....	3380 sq. ft.
Leather, rigging, oak-tanned....	6300 lbs.
Leather, soles, backs.....	1480 lbs.
Leather, upholstery.....	5900 sq. ft.

Deliveries to both east and west coast ports. Bidding blanks and specifications are being distributed by the Bureau of Supplies and Accounts, Navy Department, Washington, D. C., where they may be obtained upon application by manufacturers interested.

Faster Service by L. & N. to Southeast

A NEW through train, running between St. Louis and Atlanta, Ga., April 27, by which mail facilities from St. Louis to the Southeast and rapid passenger transportation will be effected, is announced by G. E. Herring, general passenger agent of the Louisville and Nashville Railroad in a letter to P. W. Coyle, traffic commissioner of the St. Louis Chamber of Commerce. Establishment of the new train follows a series of conferences held by the railroad officials with Coyle and executives of St. Louis business firms.

The new train will be called the "Atlanta Limited". The train was discontinued during Federal control of the railroads during the war and efforts since have been made by the Traffic Department of the Chamber of Commerce to have it restored.

Mail written in St. Louis and posted in the forenoon will be delivered in Atlanta the following day instead of second day delivery as is the case now. Passengers on the new train will leave St. Louis at mid-afternoon and arrive at principal points in Georgia and North and South Carolina the following day, having been only one night en route. The "Atlanta Limited" will leave St. Louis at 3:36 p. m., arriving Chattanooga 6:30 a. m. the following morning and Atlanta at 10:59 a. m.

Schedule from Atlanta to St. Louis will be such that mail and passengers can leave there in late afternoon, arriving St. Louis early following afternoon and with this new train service a buyer can leave Atlanta for instance 5:00 p. m., arrive St. Louis 1:25 p. m. next day and leave St. Louis at 9:40 p. m., arrive Atlanta next day 6:29 p. m., thus being away from his business only one day and two nights, whereas, before restoration of this service to have any time whatever for business in St. Louis he must necessarily be away from his home two days and two nights.

Seventeen Conventions Here Next Month

SEVENTEEN convention meetings will be held here in May, it is announced by the St. Louis Convention and Publicity Bureau.

Those listed to meet here are:

Sigma Nu Phi Fraternity (Legal)...	May 1-2
Missouri Hospital Association.....	May 2
Eighth District, National Assn. of Stationers ; Mfrs.....	May 5-6
Council of Catholic Women, St. Louis Archdiocesan.....	May 5-6
Missouri Grain Dealers Association..	May 7-8
Pre Convention meeting A. A. C. of W. (en route to Houston convention).....	May 8-9
Missouri Funeral Directors Association.....	May 11-13
Knights of the Maccabees, State Association.....	May 12-13
Catholic Press Association of the U. S. and Canada.....	May 15-16
American Association of Museums..	May 17-21
Missouri Bankers Association.....	May 19-20
Independent Order of Odd Fellows of Missouri.....	May 19-21
Rebekah State Assembly.....	May 19-21
Division VI, Purchases & Stores, Am. Ry. Assn.....	May 19-21
American Urological Association....	May 21-23
Pan Missouri Medical Association....	May 26-29
American Red Cross, Division Staff Conference.....	May 25-28

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. Costs but \$16.00 per year. *Can you afford to be without it?*

If any kicks, tell the

TRAFFIC BUREAU

ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Simmons Hardware Co.

Your co-operation will help to maintain prompt, regular **freight service** on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

"Good Will" Tour Through Missouri

(Continued from Page 7)

merchants and people will inspire 'Good Will' and cordial relationship, as well as influence visits to this market and assure a friendlier reception to your salesmen.

"To secure information regarding the character of the towns, stores and merchants in the territory to be covered and to visit with your salesmen in their field, thus placing your house in a better position to serve and to aid your salesmen in a more effective distribution of your product.

"To get the benefit of the publicity your house will receive in fifteen hundred newspapers in Missouri. Stories describing the Tour and giving a list of firms represented are sent to every newspaper in the territory to be visited, well in advance of the Tour. Invariably, columns of space are given to the Tour. This type of advertising cannot be valued in dollars and cents. This, combined with the personal visit your representative makes on your customer, obtains his good will for your firm."

The itinerary of the trip includes the following cities and towns: Jefferson City, California, Tipton, Sedalia, Windsor, Calhoun, Clinton, Appleton City, Nevada, Rich Hill, Butler, Adrian, Harrisonville, Pleasant Hill, Lees Summit, Independence, Kansas City, Liberty, Excelsior Springs, Lawson, Lathrop, Plattsburg, St. Joseph, Cameron, Hamilton, Breckenridge, Chillicothe, Gallatin, Trenton, Milan, Green City, Kirksville, La Plata, Macon, Moberly, Paris, Monroe, Hannibal, Louisiana, Bowling Green, Vandalia, Laddonia, Mexico City, Wellsville, Montgomery City, Warrenton, Wright City, Wentzville, St. Charles.

The firms signed up for the Tour and their representatives at the time this story was released included: Anheuser-Busch, Inc., Otto F. Mathi, General Repr.; Bettmann-Kleinhauser Clothing Co., Jos. B. Kleinhauser, Secretary; Blackwell-Wielandy Book & Stationery Co., Celsus O'Rear; Butler Brothers, E. W. Hughes, Sales Manager; Central Shoe Company, W. H. Ogden, Sales Manager; Chamber of Commerce, Scott R. DeKins, Secretary, Sales Managers' Bureau; The Drygoodsman, A. C. Smith; Elder Manufacturing Co., Lionel Kalish; Ely-Walker Dry Goods Co., W. C. Fischer, Asst. Sales Manager; Endicott-Johnson Corp., I. J. Brueggeman; First National Bank, Alfred C. Pohle, Spec. Representative and Frank C. Hunt, Asst. Vice-President; Friedman-Shelby Shoe Co., C. C. Williams, Sales Manager; Goldman & Rosen Garment Co., Paul Rosen; Hurst-Zucker Neckwear Co., Alvin H. Zucker; Harris-Polk Hat Co., J. W. Harris; Langenberg Hat Co., A. L. Fay; Langenberg Manufacturing Co., E. B. Langenberg, Vice-President; Lindenwood College, Guy C. Motley, Secretary; McElroy-Sloan Shoe Co., Dan A. Honig; The McGraw Company; Majestic Mfg. Co., Carl E. Sommer, Vice-President and C. F. Jacobsmeyer Advertising Manager; Marquette Cloak & Suit Co., Harry Simon; Mercantile Trust Company, Festus J. Wade, Jr.; Meyer Brothers Drug Company, A. C. Meyer, Vice-President; Morisse Lace & Embroidery Company, Herb Morisse; National Bank of Commerce, Walter A. Rehfeld, Asst. Cashier; New Era Shirt Company, Nathan C.

Berger; Peters Branch, International Shoe Co., Fred Vogt; Rice & Hutchins St. Louis Co., L. K. Kane; Rice-Stix Dry Goods Company, David Eiseman, Secretary-Treasurer and I. Gale Credit Manager; Roberts, Johnson & Rand, C. Reese, Jr.; Rothschild Brothers Hat Company, W. J. Hencke, Advertising Manager; Shapleigh Hardware Company, S. Quisenberry; Southwestern Bell Telephone Co., August F. Eyerma, Dist. Mgr. and Shields Smith, Division Com. Superintendent; Trorlicht-Duncker Carpet Co., H. A. Trorlicht; United States Rubber Co., C. P. Melton; Vesper-Buick Auto Company, F. W. A. Vesper, President; Western Union, G. M. Horton, Superintendent; Wohl Shoe Company, E. W. Herchenroeder.

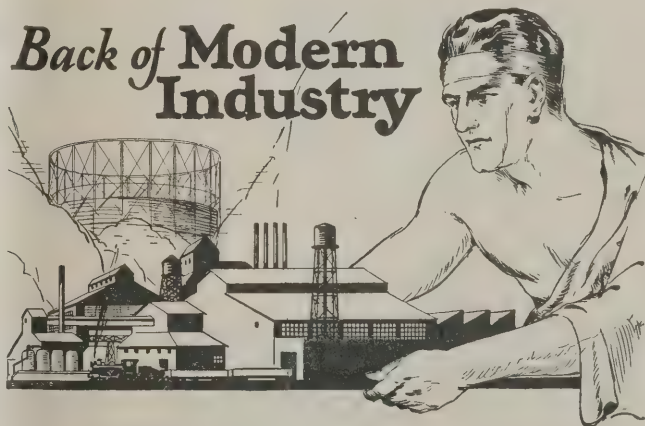
The cost of the trip per delegate necessarily depends on the number of delegates going. The greater the number, the smaller the cost. The "rock-bottom" price of this Tour is \$150.00 per delegate. This includes everything, meals, berth, tips, badges, hats, etc., and is based upon the maximum cost, with the understanding that a refund will be made of all money collected in excess of the actual cost of the Tour.

Salesmen who travel with the delegates en route will be charged for railroad fare, meals and berth from the point where they join the tourists to the point they detrain. It has been the custom of the Good Will Tour Committee to assign lower berths as reservations come in accompanied by checks.

GAS

the Super-fuel

HUNDREDS of St. Louis manufacturers have solved their fuel problems by burning Gas, the all-heat fuel. In treating and reshaping steel, heating rivets, baking cores, enamel and japan — in ceramic work — in practically every industry where heat is needed, gas is used, and the product is superior.



Gas is clean — sootless, smokeless; ready at all times, in any quantity, under your control. You pay for it *after* use, not before. *Let our heating engineers help solve your fuel problem.* Call, write or phone.

Make St. Louis a Smokeless
City Burn GAS

The LACLEDE Gas Light Company

OLIVE AT ELEVENTH • ST. LOUIS
Industrial Department • Central 3800

"The Laclede sells gas cheaper than any other American company making all its own gas"

Authorities Praise News Bureau

(Continued from Page 9)

footwear as created in St. Louis, but were correctly attired as to dress and hats, all supplied by St. Louis firms. It was the first pageant ever given at which there was complete harmony and style in dress, millinery and shoes.

"Manufacturers characterized the buying as verging on a stampede. Merchants began making purchases as soon as they arrived and they kept at it until the wind-up. It was evident ample stocks were being bought in anticipation of a heavy Easter trade. As the shoe trade is held to be an unfailing barometer of other conditions, business men feel that their confidence in the new year is being highly justified."

This story, quoted here only in part, was used by newspapers and magazines in many sections of the United States.

Another story sent out by the bureau recently, which was prominently displayed by many newspapers, is quoted below in part:

"More than 30 firms are now negotiating to build main factories or open branches in St. Louis, according to an announcement made today by E. S. Tompkins, Industrial Commissioner of the Chamber of Commerce. In addition numerous letters are being received daily from prospective citizens and business men, asking about the city's advantages. In the past six months a total of 3028 such letters have been sent to the Industrial Department. The month of February led with 908 inquiries.

"A tabulation of figures by Tompkins reveals that 156 firms have brought their factories or established branches in St. Louis in the last five years. In this list were several million-dollar corporations. The number that located here in 1924 was 20.

"One of the reasons why we obtain so many new industries,' said Tompkins, 'is the fact that St. Louis is not a one-industry city. Here we have perhaps the greatest diversity of factories and business houses of any large city, due to our ability to furnish raw materials of many varieties in large quantities.'"

Excerpts from some of the letters received by the St. Louis News Service from St. Louis business men and organizations, as well as from editors outside the city, are printed herewith to show what they think of the news bureau:

"Since the inauguration of the St. Louis News Service we have had opportunity to see much of the excellent copy and find it valuable especially for our mail service, both out of St. Louis and out of New York. The features concerning trade progress, construction and general growth of the city in all lines has been readily printed by our client newspapers.

M. Buckingham, Mgr. St. Louis Bureau, United Press Association."

"Allow me to take this opportunity to congratulate you on the splendid work of your bureau and the nature of material that you have so kindly supplied our organization. As you know we serve hundreds of newspapers throughout the country and I have always found your news matter distributed through us to be highly received and appreciated by editors. The stories are well assembled, interestingly written, and suitable reading material of a nation-wide scope.

S. J. K. Hughes, Bureau Mgr., International News Service."

"Thank you for the excellent stories on state parks and the Retailers' Convention. We are glad to use them and shall be pleased to have you submit further stories.

Kenneth Clark, Correspondent, Associated Press, St. Louis."

"The pictures you have sent us have been well suited to our needs. In fact, the picture of the quail dog at work in the Union Depot is being used on a sample sheet for a new service we are preparing. Of course, only the very best pictures can be used for sample work.

E. S. Roessner, N. E. A. Service, Cleveland, Ohio."

"Your letter and the article dealing with the fish hatchery located in St. Louis have been referred to me. We wish to thank you very much for the article. It will be used in a future issue of our magazine.

E. H. Ross, Managing Editor, Outdoor America, Chicago."

Barge Load of Rolled Iron Received

HERALDED as the forerunner of additional shipments of the same nature, the first complete barge load of rolled iron received in St. Louis was unloaded at the foot of North Market recently for the Mesker Brothers Iron Company, 421 South Sixth street, manufacturers of steel sashes.

The shipment came from the Carnegie Steel Co. of Pittsburgh and consisted of 851 tons of "T" bars, used in manufacture of steel sashes. By rail the shipment would have required more than thirty freight cars. Loaded at Pittsburgh, the rolled product was shipped to Cairo, Ill., down the Ohio River on the Steamer A. I. Ackard and there was transferred to the Mississippi-Warrior Federal Barge line. It was one of eleven barges, carrying chiefly manufactured steel products, arriving at the time.

Get Your Message Read

THE STRATEGY of Quality Printing is obvious when one realizes the enormous amount of cheap printing that goes through the mails.

Have your message well printed and be assured that it will receive favorable attention.

We have had over forty-seven years' experience in arranging and printing advertising messages that are read.

Let us demonstrate this on your next job.

Sketches, plans and layouts upon request. Telephone Main 3480.

Printing Department

BUXTON & SKINNER

Printing and Stationery Co.

on Fourth at Olive

SAINT LOUIS

Business Conditions

(Continued from Page 11)

of this year will exceed our volume of business for the same six months a year ago. We believe that business this fall will show a greater improvement than the business this spring. Summing up the entire situation, we believe that there is a spirit of optimism concerning fundamental conditions, that labor is well employed, that there is plenty of money in the country and we see nothing to prevent a steady, normal increase in our business."

✧ ✧ ✧

J. T. Garrett, President, Missouri Bridge & Iron Company: "We have not noticed any improvement in general business conditions and our volume for the first six months of 1925 is not likely to equal that of the same period of 1924. We see nothing at this time that would indicate improvement."

✧ ✧ ✧

L. D. Lawnin, President, N. O. Nelson Mfg. Company: "We have not noticed any decided improvement since Jan. 1, in fact, there has been some letting up. The first six months of 1925 will be about the same in volume as the same period in 1924. We anticipate some improvement for the remainder of the year. The outstanding thing that might affect business in our line, which is the building industry, is the matter of wages and strikes. If the labor unions will mark time and simply maintain their present scales of wages there will be an immense amount of building, but if we are to be surfeited with strikes for greater wages there will undoubtedly be a feeling against building, and it may extend so far as to become a buyers' strike."

✧ ✧ ✧

H. J. Littledale, Acting Manager, Butler Brothers: "There has been a marked improvement since January 1 both in number of orders received and in size. The Spring business of 1925 will very greatly exceed the volume of the same period of 1924, and it is our belief this improvement will keep up right on through the balance of the year."

✧ ✧ ✧

Eugene F. Olszowski, Secretary, American Packing Company: "While our volume of business has shown a decline since January, we look for general improvement during the next few months."

✧ ✧ ✧

R. L. Rinehart, Vice-President and Secretary, Westlake Construction Company: "The earlier part of this year showed an active condition and in excess of the same period for last year, but there is at present a very decided slowing up, which has developed in the last three or four weeks. I understand this is not only the case in St. Louis but in nearly all of the large cities."

Convention Bureau Thanked for Aid During A. R. A. Convention

In a letter, mailed recently to Charles F. Hatfield, Secretary and Manager of the St. Louis Convention and Publicity Bureau, Scott R. DeKins, Secretary-Treasurer of the American Retailers' Association, extended the thanks of that Association to the Convention Bureau for its valuable assistance during the recent convention of the American Retailers Association in St. Louis. The letter follows:

"My dear Mr. Hatfield:

"I just want you to know the Convention Bureau has the warmest appreciation and thanks of the American Retailers Association for the splendid assistance rendered by your Bureau in connection with the American Retailers' Association Convention held here in February. Mr. Rein and his staff of assistants handled the registration for the convention in a most efficient way.

"We are grateful, also, for your securing Bishop Freeman to address the joint Luncheon meeting of the American Retailers' Association and Advertising Club, which was really the opening meeting of the convention."

Fred Medart Company Now Largest Plant of Its Kind

FROM zero in 1873—to a capitalization of \$30,000 in 1908—to a big corporation of \$1,250,000 today; that, in short, is the history of the Fred Medart Manufacturing Company, the largest industry of its kind.

Back in 1873, Fred Medart, an athlete and gymnast of national reputation, began the building of gymnastic apparatus and athletic goods, and thus founded the firm today bearing his name. With the immigration of people from Germany, there was brought to this country—and especially to St. Louis—the forerunners of American athletic activities:—the German turner halls. In those early days, turner halls were used more for drilling and ordinary calisthenics, rather than for the gymnastic ex-

ercises of today. Largely because of the influence of Fred Medart, however, the turner halls gradually developed into modern gymnasiums. Because of the difficulties and long delays involved in importing gymnastic equipment from Germany, and because of the complete absence of the manufacture of such equipment in this country, St. Louis turners resorted to home-made apparatus—and the first order for equipment was naturally placed with Fred Medart.

The original plant was small, just a small floor on Main and Biddle streets, but during the intervening fifty years, the company gradually expanded until it developed into the present plant covering two city blocks at Potomac and DeKalb streets.



This Thing is Vital

IT IS the kernel of the thing. We have discussed, one by one, four of the six essentials of good gasoline. They are:

First: Ability to make the motor start instantly.

Second: Ability to make the motor pick up quickly.

Third: Ability to make the motor accelerate smoothly.

Fourth: Ability to make the motor deliver maximum power and maximum speed.

Now consider the fifth essential,

for, in the final analysis it is of paramount importance and actually embraces the first four.

The FIFTH ESSENTIAL: Ability to carry your car at the least cost per mile.

In Red Crown, this essential is assured by all the factors which enter into the specifications for its production. Proof that substantially all of Red Crown is converted into power is found in the fact that the end point is well within the temperature range of your engine. The end point of Red Crown is always within the limit set by U. S. Government Specifications.

RED CROWN GASOLINE

you know, is made expressly to furnish the best and most economical automotive engine fuel. It is the result of many years of scientific research, in the course of which new and greatly advanced refining methods were evolved and developed.

Red Crown is always uniform—al-

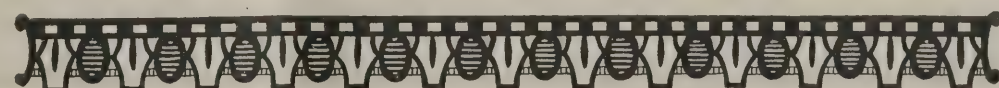
ways possesses all of the essentials of good gasoline. Its use insures the most efficient and most economical motor operation. It insures the operation of your car at the least cost per mile. We would welcome the opportunity to prove each of these statements.

STANDARD OIL COMPANY

(INDIANA)

314 N. Jefferson Ave.

St. Louis, Mo.



In dealing with advertisers, please mention "Greater St. Louis".

M. K. & T. Publishes Facts About St. Louis

THE advantages of St. Louis as a desirable location for firms are set forth in a pamphlet just issued by the Missouri-Kansas-Texas Lines. The facts were compiled by T. L. Peeler, Industrial Commissioner of the Katy and are to be followed by detailed statistics to be issued by the road soon.

In telling of St. Louis, the pamphlet states in part:

"In the 'survival of the fittest' among industries, advantage will lie with factories located nearest the center of raw material, fuel and population. Costs of processes in manufacture have everywhere been reduced to a nearly uniform minimum. Future economies must lie largely in securing shorter hauls for raw material and for the finished product.

"The map of the United States shows St. Louis near the center of population, the geographical center, the center of agricultural production, the center of coal, and of river and rail transportation. Hence the industrial concerns of St. Louis have a distinct advantage in the economical acquisition of raw products and fuel, and in the quick and cheap transportation of the finished product. As the city aptly puts it: they 'ship from the center—not the rim. Salesmen from St. Louis travel from the center—not the rim.'

"St. Louis is served by 26 railroads of which 7 have their headquarters in St. Louis. There are about 1,200 package freight cars that leave St. Louis daily, giving practically express service at freight rates.

"Power for manufacturing in St. Louis is from three sources—coal, oil and hydro-electric. One-twentieth of all the coal mined in the world is produced within 100 miles of St. Louis. Oil

is piped from the mid-continent oil field. Electricity is from the great Keokuk dam and from two super-power plants in the city, all linked together. These sources of fuel and power together assure low rates for all industries.

"St. Louis is the center of the Mississippi Valley. Within this valley are produced the largest supply in America of lead, zinc, barytes, fire clay, kaolin, hickory, ash, oak, cypress, yellow pine; from 70 to 85 per cent of the corn, hogs, wheat, cattle, cotton; from 50 to 70 per cent of the petroleum, coal, wool and sheep. These are the raw materials for factories of St. Louis.

"The water supply is from the Mississippi River with a \$12,000,000.00 bond issue voted for an additional plant on the Missouri River. The water is double filtered in the largest filtration plant in the world.

"St. Louis is a recognized market for common labor. The varied industries of the City have developed a large supply of skilled labor from which a nucleus for additional expansion is available.

"These substantial advantages enjoyed by St. Louis have made it the largest market in the world for many important lines, and have built up the largest individual manufacturing plants in the world for numerous important products.

"St. Louis has 'the central location, transportation facilities, established markets, accessibility to basic materials, labor, fuel, pleasant civic conditions and nearness to the great food producing middle west. These make it the dominant production and distribution center of the United States.' "

Display Men to Hold Convention Here

THE International Association of Display Men will hold their twenty-eighth Annual Convention in St. Louis June 15 to 18, inclusive. Display managers from all parts of this country will be our guests as well as some from Canada and other nations.

The main floor of Hotel Chase will be given over to the display of materials used in window trims. Manufacturers of this class of merchandise have contracted for 13,000 square feet of booth space to show their wares.

Demonstrations, in which the leading men of the profession will contend for prizes, will feature a part of the educational program. Nationally known lines will be used for this purpose.

There will be no admission charge to the exhibits or demonstrations to which members of the Chamber are invited.

Amos P. Parker Heads Sales Bureau Committee

Amos P. Parker, of Robt. Gaylord, Inc., has been selected as Chairman of the Evening Meetings Committee, succeeding Wm. Fisher. F. Happy Day, Vice-Chairman of the Committee, also had to resign because of extra business duties which he has assumed.

What the St. Louis Union Trust Co. Can Do for You

Let us assume that you are so fortunate as to have these two great possessions: a family and a reasonable share of this world's goods. How can the latter be protected for the benefit of the former?

As your Executor-Trustee, the St. Louis Union Trust Company will, in the event of your death, take up the settlement of your affairs and their continuous management for the benefit of your family. It will bring to this task the accumulated experience of many men versed in estate matters, and the facilities and responsibility of a long-established Trust institution.

Send for booklet,
"Safeguarding Your Family's Future."

St. Louis Union Trust Co.

Broadway and Locust

Affiliated with the First National Bank

Trust Service Exclusively

Foreign Purchases in U. S. Show Increase For 1924

FOUR out of every five of America's 33 leading foreign markets purchased more from this country during the first nine months of 1924 than during the same period of 1923, according to an analysis just made public by the Foreign Commerce Department of the Chamber of Commerce of the United States. The following comparative figures are taken from the Department's report:

"Great Britain, in taking nearly one-fifth of our total exports, increased her purchases from \$554,000,000 to \$603,000,000—a gain of 9 per cent. This is considerably better than her gain of 5 per cent during the first half of 1924. Germany, our third best market, increased her purchases from \$224,000,000, the 1923 figure, to \$282,000,000, or 26 per cent. France bought 10 millions more, her purchases rising from \$180,000,000 to \$190,000,000, 6 per cent higher than in 1923. Our exports to Cuba increased from \$144,000,000 to \$148,000,000, or 3 per cent. Italy's purchases were 9 per cent higher than a year ago, our exports increasing nearly \$10,000,000, from \$110,300,000 to \$120,100,000. Exports to Mexico increased 10 per cent from \$89,000,000 to \$98,000,000; to Austria, 8 per cent from \$87,000,000 to \$95,000,000; and to the Netherlands 18 per cent from \$78,000,000 to \$92,000,000. Canada and Japan, second and fifth, respectively, in the list of our best customers, bought less this year than last. These 10 countries constituted our 10 leading markets, taking 71 per cent of our entire exports—2 billions and a quarter out of a total of slightly more than 3 billions of dollars.

"Other important markets making increased purchases included China, with a gain of 18 per cent, from \$74,000,000 to \$87,000,000; Belgium, 7 per cent gain, from \$71,000,000 to \$76,000,000; Spain, 12 per cent gain, from \$43,000,000 to \$48,000,000; Brazil, 38 per cent increase, from \$33,000,000 to \$46,000,000; Philippines, 28 per cent, from \$34,000,000 to \$44,000,000; Russia, 536 per cent from \$3,000,000 to \$36,000,000, mostly raw cotton; Denmark, 1 per cent, from \$29,300,000 to \$29,600,000; and British South Africa, 23 per cent from \$22,000,000 to \$27,000,000.

"British India, New Zealand, Panama, Columbia, Peru, Uruguay, Hongkong, Venezuela, Dutch East Indies and Dominican Republic also made increased purchases.

"The seven markets with lower purchases in 1924 than in 1923 were Canada, our second best customer, with a 12 per cent loss, our exports to our neighbor declining from \$509,000,000 to \$446,000,000; Japan, our fifth chief market, with only a slight loss of less than 1 per cent, declining from \$164,000,000 to \$163,000,000; Argentina, twelfth in rank, with a 6 per cent decline, from \$89,000,000 to \$84,000,000.

Dairy Equipment Firms Form Consolidation

The Meyer Dairy Equipment Company, 422 North Third street, and the Blanke Manufacturing Supply Company, 214 Washington avenue, have consolidated under the name of the Meyer-Blanke Company at the North Third street address, it is announced by Edwin R. Meyer, chairman of the Board of Directors.

According to Meyer, the new company has been incorporated for \$300,000 and it is expected to do an annual business of \$4,500,000. The branch offices of the former Meyer Company at Dallas, Tex., and Birmingham, Ala., will be retained under the new firm name, but the headquarters of the Blanke Company on Washington avenue will not be kept, as the lease on the building has expired.

Officers of the new organization are: Robert L. Blanke, president; Carl G. Meyer, vice-president; Edward R. Owen, secretary, and Harry E. Blanke, treasurer.

000; Sweden, eighteenth in rank, with a slight loss, from \$30,400,000 to \$29,800,000; Chile, our twenty-second best market, off 7 per cent, declining from \$24,000,000 to \$23,000,000; Norway, our twenty-seventh leading customer, off 34 per cent, declining from \$22,000,000 to \$15,000,000; and Ireland, thirty-first in rank, off 18 per cent, from \$14,000,000 to \$12,000,000.

"Among the lesser markets some striking increases were noted: Switzerland, Dutch West Indies, Austria, British East Africa, Czechoslovakia, and Ceylon, all making gains of more than 40 per cent. Exports to Poland and Danzig declined 70 per cent."

New Apartment at Union and Washington

GROUND has been broken and the excavation for the basement partly completed for the new "Million Dollar" apartment building on the southeast corner of Washington and Union boulevards.

Plans and specifications were prepared by Preston J. Bradshaw, architect. The building will be completed in the early fall.

The building is owned by Messrs. Sam and Nat Koplar, who have figured in a large number of apartment projects in St. Louis, and are also the owners of the property at Union boulevard and Pershing on which two large apartment buildings will be erected from plans which are now being prepared.

Four of Our Specialties

We put our brand on several products made for us from selected materials of the best grade. This mark signifies that we stand squarely behind these products, with assurance that they are of the highest quality at the fairest price.



We have built our reputation for good lumber on accurate grading, full measure and old-fashioned square dealing.



Our STA-PUT Oak Flooring is properly kiln-dried and is milled from selected stock to give best service.



Our STRONG-HOLD Plaster Wall Board has a grooved edge which provides a perfect clinch for the joint filler.



Our Builders' Steel Products are built to stand the severest tests and give lasting satisfaction.



We are manufacturers' distributors of many lines of building materials. We have complete facilities and an efficient organization to handle all orders—large or small—promptly.

Goodfellow Lumber Company

Ours is the Trade that Service Made
Natural Bridge at Goodfellow
ST. LOUIS

Scruggs, Vandervoort & Barney Observe Seventy-fifth Anniversary

THE celebration of the Seventy-fifth Anniversary of the founding of the Scruggs, Vandervoort & Barney Dry Goods Company, being observed by the firm, has been nationally commented upon by newspapers and magazines and has drawn many out-of-town visitors in addition to thousands of St. Louisans who have visited the store since the beginning of the observance.

The celebration, because of its historical significance in connection with the growth and development of St. Louis, was of great civic importance.

An exhibition of historic articles belonging to old St. Louis families, held in the Music Hall of the store, drew scores of visitors daily.

The exhibition included almost 1000 articles, ranging from a gown worn by Marie Antoinette to a lantern carried by Abraham Lincoln when he kept a store in Salem, Ill. Cherished keepsakes, including jewelry, wedding gowns of several generations of the same families, and silver presented on important civic occasions also are to be shown.

A shawl worn by her great-grandmother at George Washington's inaugural has been loaned by Mrs. A. O. Cunningham, and a dress by Mrs. Henry Leverett Chase, in which Ann White, her great-great-grandmother, led the opening dance at the Mischiango, the ball and tournament given by the British officers in Philadelphia in 1781.

Two jewel boxes lent by Mrs. W. Palmer Clarkson were presented by Madame Lafayette to Blanche and Marie Soulard. A yellow and blue homespun dress, the property of Mrs. Shelby Curlee, was used by Walter Ufer as a model in painting the Pioneer Woman in the new State capitol decorations.

Mrs. John Beverly Robinson is the possessor of a doll, 100 years old, which belonged to her mother, Lillie Devereous Blake, the famous early women's suffrage advocate. Mrs. Robinson has also loaned articles inherited from the wife of Aaron Burr, president of Princeton College, and mother of Aaron Burr, Vice-President of the United States. Other things contributed by Mrs. Robinson include relics of Jonathan Edwards, an early president of Yale University, and the Rev. Samuel Johnston, first president of Columbia College.

A collection of dolls, with complete trousseaux of generations past, is an interesting feature of the exhibition. Crowns worn by queens of many balls include that of the Queen at the "Bal des Rois" of 1794, which was the forerunner of the Veiled Prophet balls. A Spanish comb of the Empress Carlotta, a gown worn by a St. Louisan at a ball in the Tuilleries during the reign of Napoleon III and Empress Eugenie, a Calash bonnet, 200 years old, and

an old hickory chair made by hand without any nails in 1800 are high lights in the display.

A Sheffield water urn lent by Mrs. Howard Bailey, has the inscription, "Presented to Capt. William P. Lamothel, master of the Steamboat Altonal, by the underwriters of St. Louis in consideration of his prompt and efficient services on the occasion of the burning of steamboats, New Lucy, New England and Brunette, at the port of St. Louis, Jan. 19, 1853." Many interesting keepsakes of the Chouteau family have been loaned by Dr. and Mrs. Alex. N. De Menil.

As another feature of the diamond jubilee, Miss Marguerite Breen created a "Fashion Silhouette Review in Colors" of the last 75 years, and old-fashioned plates have come to life in figures dressed in bygone modes. Life-size figures, cut from board, have been costumed in silks, satins and velvets, in basques, flowing hoopskirts, voluminous riding habits and quaint ball gowns. They stand in state on the first floor, elevated on the fixtures.

The exterior electrical decorations of Vandervoort's, designed by Joseph Solari, were viewed by many. The block is a blaze of lights with birthday cakes and candles, a necklace of lights surrounding the entire building.

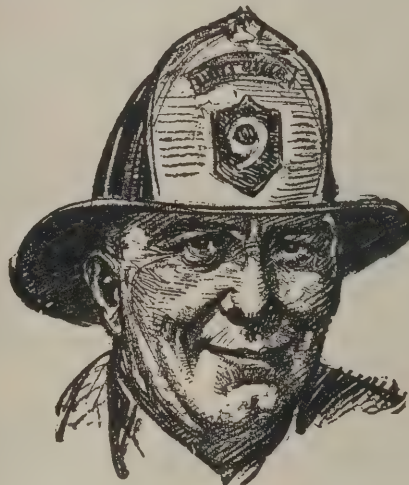
The
WINKLE
TERRA COTTA
COMPANY
Architectural Terra Cotta



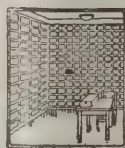
STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.



"Over ninety percent of
our work is the result of
carelessness" ~ Says the Fireman



Our Safe Deposit Equipment
is an invaluable protection,
against fire and theft, for
important papers and valu-
ables that can not be
replaced. It pays to eliminate risk.

"Safe Deposit Your Valuables"

LIBERTY CENTRAL
TRUST COMPANY
MEMBER FEDERAL RESERVE SYSTEM
MEMBER SAINT LOUIS CLEARING HOUSE ASSN.
BROADWAY AND OLIVE

Historical Pageant by Gymnastic Society Here Next Month

THE Diamond Jubilee Historical Pageant commemorating the birth of the physical education movement in St. Louis will be held at the Municipal Theater, Forest Park, Friday May 15, in which over one thousand persons will participate. An orchestra of fifty pieces and a large chorus will furnish the music. The celebration will be under direction of the St. Louis Gymnastic Society, Inc.

Among some of the leading tableaux are: Campfire Council of the Indians on the banks of the Mississippi; Arrival of Hernando DeSoto; Arrival of Father Marquette and Joliet in 1675; Arrival of Rene Rober La Salle in 1682; The founding of St. Louis by Pierre Laclede, Liguest and August Chouteau in 1763; Pictures of early life in St. Louis and many other tableaux.

The athletic exhibitions will consist of song plays, folk songs and dances. Competitive activities and games, mass drills, exhibition basket ball games of Central and Soldan High Schools and a grand demonstration of exercises on various types of apparatus. Members of all gymnastic societies in St. Louis will give exhibitions of sparring, fencing and wrestling.

On May 12, 1850, a group of young men were playing ball near Lafayette park. It was an historical ball game because after the game was over the players organized a club, the first physical culture club of St. Louis and called it "The Endeavor". The original name, however, evidently was not broad enough, for it was changed a month later to The St. Louis Turnverein or St. Louis Gymnastic Society. The following is a list of the members founding this organization: Carl Speck, L. Barthels, John Bolland, Geo. Meyer, F. Hoefer, William Meyer, Theo. Hildenbrandt, W. Moll, S. A.

Classes for Public at Art Museum

THE City Art Museum has an Educational Department the purpose of which is to develop the use and appreciation of the Museum's collections by the public. The educational work consists in describing and explaining collections in the galleries to classes from public, private and parochial schools and to clubs and special groups. This work takes the form of informal talks about the objects in any particular gallery or a general trip through all the galleries when the more important objects in each gallery are considered.

The Museum gives children experience with real art objects, objects of beauty and historical significance. Teachers from all schools in and about the city are invited to bring their classes for this experience. A Museum visit is interesting and stimulating to general art appreciation and also gives a good background for work in history, geography and English classes.

Story hours for children under fourteen years are given Saturday afternoon at 2:15 from October to May, and an additional series for the summer, which are duly announced.

Assistance is gladly given in the organization of Museum study clubs which hold regular meetings at the Museum.

Clubs are invited to hold their art program meetings at the Museum, where, if sufficient notice is given, a room will be provided for the meeting and also the use of the lunch room. All clubs are invited to visit the Museum for a general trip through the galleries or for a talk on the current exhibitions.

A library of art books and periodicals is free to all for reference, and a collection of lantern slides on art subjects, including those made of objects owned by the Museum may be borrowed by various organizations in the city.

Bennett, Carl B. Dieckrede and William Grahl.

For sometime the society, homeless, wandered from place to place. Mr. Depenau, a pioneer dry goods merchant at Second and Poplar, evidently enjoyed gymnastics as he permitted the young men to use his yard, where they installed their limited equipment, consisting of one parallel and one horizontal bar. Here under the straggling light of lanterns the pioneers of physical education enjoyed their exercises. Increased attendance caused the society later to move its headquarters to a vacant lot on Third and Poplar and later to the hall over the Frank P. Blair Warehouse on Second and Morgan and finally to Collins street. The dream of a permanent home however was

finally realized when a committee consisting of Messrs. Stifel, Wallat and Hirt leased a vacant lot on Tenth street between Walnut and Market and a building one story high was erected. This was an undertaking of considerable courage as the membership of the society consisted mostly of young men of limited means.

In December of 1851 the society opened its first gymnastic school under the direction of Mr. Otto Stickel. Of the number of those whose efforts the success of the society is mainly due, and who served as president of the society are: G. A. Finkelnburg, C. A. Stifel, Judge Leo Rassieur, Ed. C. Kehr, Dr. H. M. Starkloff, Judge Hugo Muench and Henry Braun.

The St. Louis Gymnastic Societies were the first advocates of Public Play Grounds and supervised play and through their efforts Physical Education became a part of the curriculum of the Public Schools, the societies for a time supplying the services of their instructors to the schools without charge.

St. Louis is the world's largest market for

Hardware	Piston rings
Boots and shoes	Barbers' supplies
Sugar mill machinery	Raw furs
Woodenware	Horses and mules
Steel furnaces	Stoves and ranges
Hardwood and pine	



Close association with St. Louis affairs and thorough understanding of local conditions qualify us to handle St. Louis business for banks, trust companies and individuals to best possible advantage.

Mercantile Trust Company

Member Federal Reserve System
EIGHTH AND LOCUST
SAINT LOUIS
Capital & Surplus
Ten Million Dollars
-TO ST. CHARLES

This advertisement is also appearing in several national publications

NEW MEMBERS

Apple Hat Mfg. Company
Alemite Lubricator Company
Anzene Products Company
American Power Piping Corporation
O. F. Ash, Jr., & Company
E. B. Adams
E. O. Asgerter
Alexander & Sons
Armature Rewinding Company
Acme Restaurant Company

Boorum & Pease Company
Buchanan Grocer Company
Bentsinger Bros.
B. F. Bush
Wm. A. Busch & Company
Beachmann Auto Painting Company
Bellis Realty Company
Blackmore Mfg. Company
Banjo Candy Company
Bitting & Company
G. W. Brown Company

John F. Christophel
Conway & Wadsworth, Inc.
The Crafts Supply Company
Andrew O. Cunningham
Cupples Envelope Company
Continental Rubber Works
James E. Cowan & Son
Wm. B. Carrer & Company
Community Estate, Inc.
Curlee Clothing Company (2 memberships)
Thos. Cook & Son
Dr. B. W. Clark
Chase Hotel
DeLuxe Auto Painting Company
Dewes Printing & Stationery Co., A. B.
Donovan Iron & Supply Company
Dunn & Campbell Contracting Company

Elder Mfg. Company
John R. Evans & Company
Equipment Sales Corporation
Eureka Brass Company (2 memberships)
Eagle Supply Company
Eighteenth Street Building Company

M. S. Fuqua
Francis-Perry-Ruth Realty Company
Claude R. Fooshe
Edward B. Fay
Fink Instrument Company
Forestel Lithographing Company
Forest Park Hotel
First National Bank of Wellston
Finot Transfer Company, Inc.
General Freight Service Association
French-Roope Lumber Company
Funsten Bros. & Company
Thos. W. Garland, Inc.
Ralph Goldsticker Hat Company
M. S. Good & Company
Giudicy Marble Terrazzo & Tile Co.
Grand Gravois Business Association

Haas-Lieber Grocery Company
Holekamp Lumber Company
Jacob Helm
The E. M. Hollingshead Company
Frank H. Huskins
Hawthorn Coal Company
The Hickel Company
Hamer-Paskins Company
E. B. Hill & Sons
Hood Rubber Products, Inc.
George Henriot
G. A. Hasemann & Sons Mfg. Company
Henderson & Wolfe
Humes-Deal Company
Hartwig Advertising Company, Inc.
Hassler St. Louis Company

Independent Oil Company
Igoe House Furn. Company
Ireland Candy Company
International Life Insurance Company (3 memberships)
Industrial Track Construction Company

Johnston Bros. Tire & Service Company
Johnson, Stephens & Shinkle Shoe Company (2 memberships)
Geo. B. Johnson
George Jacobs
Chas. Eneu Johnson & Company

Keller & Tamm Mfg. Co., Inc.
Morris Klein
Kiel and Daues Bricklaying & Contracting Co.
Kings Credit Clothing Company
B. L. Kaye
Knight-Gamble & Goddard (2 memberships)
Miss A. M. Kreegen
F. W. Kretschmar

Larkin Service, Inc.
Love-Van Riper & Bryan
W. M. List, Inc., General Contractor
Dr. F. W. Linnert
Verne Lacey
Lasar Mfg. Company
Laclede Gas Light Company (2 memberships)
Lumber Mills Sales Company
Lantz Brothers Baking Company

Vernon Laux Realty Company
Lambert-Deacon, Hull Printing Company
Lubrite Refining Company
A. J. Lang Lumber Company

A. L. McKnight
McMahon Transfer Company
McCabe-Powers Auto Body Company

Mississippi Lime & Material Company
C. J. Mahoney Investment Company
Philip N. Moore
Mound City Products Company
Missouri Red Granite Company
A. Morgan Hauling & Express Company
Martin-Mitchell & Company
Martin-Martin
Marquette Hotel
Mulligan Printing & Publishing Co.
Montreal Fur Company
M. K. Malone
Ed. S. Morall
Missouri Engine Company
Monarch Motor Car Company
Meyercord Company
The Mallard Chemical Company
Paul Moeller Corporation
Missouri Fire Brick Company
A. Moll Grocer Company
Missouri Can Company

Nibol Mfg. Company
A. J. Nierman
New York Studio
National Machinery Mfg. Company
H. W. Newman, Florist

Mrs. Clara S. Ockerson
Ornamental Lighting Mfg. & Sales Co.
Ornamental Wire & Iron Company
Oehler Building Material & Fuel Company
Ozark Cider & Vinegar Company

Pet Milk Company
Price Motor Company
Pedigo-Weber Company
Peoples Finance & Thrift Company
Pine Hat & Cleaning Works, Inc.
Thomas F. Pechan
Power Truck & Tractor Company
Pratt and Cady Company
Pride Shoe Company
Pilot Knob Ore Company
Power Truck & Tractor Company
Arthur S. Patton Leather Company

Reis-Moran Lumber Company
Rockwell-Barnes Company
Reliance Engraving Company
Royal Typewriter Company

Geo. W. Sneed
Stevens Engineering & Construction Co.
Sun Varnish Co. of Louisville
St. Louis Hotel Supply Company
St. Louis Lapidary Corporation
Toomey and Voland Scenic Co.
A. P. Thursby, Jr.

United Railway Equipment Co.
U. S. Electrical Tool Co.

Shanks Brokerage Co., H. W.
Eugene B. Stinde
Smith-Daniels Clothing Company
S. T. G. Smith
Sterling Garage
Euno Sandler Seltzer & Soda Company
Smith Reis Piano Company
H. J. Simon

D. J. Strickfaden
Lawrence Scudder & Company
Skinner Bros. Mfg. Company
Savings Trust Company
Spuck Iron & Foundry Company

St. Louis Joint Stock Land Bank
St. Louis & Tennessee River Packet Company
St. Louis Traffic Bureau
St. Louis Assn. of Foreign Language Newspapers
St. Louis Blow Pipe & Heater Company
St. Louis Gasoline & Fuel Company
St. Louis Durant Company

Tobin-Hamilton Leather Company
John Tobin
Edward W. Tobin
Temple Laboratories

Ulman-Magill & Jordan Woolen Company
The Union News Company
United Fireworks Mfg. & Display Company

Western Supplies Company
Oscar Witte & Company
F. G. Wooster & Company
J. B. Webb
Wolf Printing Company
Western States Insurance Company
Webb-Smiley Neckwear Company
Vernon P. Wagner
E. Weinstein
Women's Chamber of Commerce
Wiese Printing Company
Wirth Laundry Company

Accountants Plan to Raise Fund

PLANS for raising a large fund for public service work were discussed at the semi-annual meeting of the Council of the American Institute of Accountants, the governing body of that organization, held at Washington, D. C., April 13th. The fund, according to present plans, will come from the accountants themselves and would be devoted to carrying on and enlarging the public service activities in which the institute is engaged.

These activities have been conducted with the aid of chambers of commerce, trade organizations, bankers and credit men throughout the country. The Institute during the past year, through its committee on Public Affairs, has helped to popularize commercial arbitration as a means of settling disputes between business men, instead of resorting to the courts. The accountants have organized and have participated in campaigns in several states for the enactment of arbitration statutes, and were interested in the passage of the federal arbitration act recently signed by President Coolidge.

The accountants have interested themselves also in reducing business crimes. Letter-Bulletins on arbitration and the crime tendency in business have been published and widely distributed.

W. M. LEDBETTER
P. E. BURTON

"We Serve Your Needs"

M. B. MARSHALL
W. R. JACKSON

LEDBETTER, BURTON & MARSHALL

Public Relations Counselors

PUBLICITY
ADVERTISING

FINANCIAL CAMPAIGNS
ORGANIZATION WORK

Campaign Directors for Hospitals,
Commercial Organizations, Schools,
Churches and other social agencies.

MEMBERS—ST. LOUIS CHAMBER OF COMMERCE

1508 Federal Reserve Bank Bldg., St. Louis, Mo., Tel.—Olive 1684

Dr. Gephart Tells of Commercial Importance of America

SPEAKING before the Bankers' Association for Foreign Trade at Cincinnati recently, Dr. W. F. Gephart, Vice-President of the First National Bank, told of the changed status of America in its trading and financial relations with the rest of the world. Dr. Gephart spoke on "The International Flow of Capital".

His address follows in part:

"The World War produced changes of the most far-reaching character in our relations not only with the nations engaged in the war, but with the entire world. Since the beginning of the World War our total net gold imports amount to over \$2,245,439,042. The full effect of this change in our economic position from a debtor to a creditor nation cannot be over-emphasized. Today we are not only the world's greatest creditor nation but we are also the nation with the strongest bank reserves. We are not only making loans in payment for merchandise but are also lending the use of surplus bank credit in the form of deposit balances placed abroad; that is, we are making loans which tend to increase the credit facilities of other countries in addition to supplying them with necessary goods.

"The banking position of the United States from the international standpoint is a matter of only very recent development. We are still novices in this field. Our present commanding position in international finance was secured not as a result of a careful and scientifically planned development of comprehensive facilities to serve in this position but as a result of abnormal and accidental conditions developed during the war.

"With the adoption of the Dawes Plan hopes for the restoration of Europe's economic system began to be reestablished, and in the past year the gradual flow of capital from this country witnessed an enormous expansion. How the volume of foreign loans in the United States has been increasing in recent years is illustrated in the following table:

Foreign Loans Offered in the United States.

1919.....	\$ 670,000,000
1920.....	634,000,000
1921.....	628,000,000
1922.....	846,000,000
1923.....	390,000,000
1924.....	1,243,000,000

Our holdings of foreign securities are already extremely large and are continuing to increase at a very rapid rate. In addition to this large volume of commercial loans, various governments of Europe owe our government over ten billions of dollars. Assuming the most liberal of terms with respect to the interest and amortization charges on these loans, together with our outstanding volume of commercial and foreign loans, the world for many years will probably be paying us well over \$500,000,000 to meet these charges alone. In addition to these invisible items of income our export balance has been running in our favor in the neighborhood of a billion dollars per year. What our invisible expenditures are in the form of tourist expenditures, immigrant remittances, insurance, shipping charges, etc., is hard to estimate, but it is certainly safe to assume that they fail by a wide margin to use up our billion dollars of merchandise export balance and our \$500,000,000 of interest and amortization payments from other countries of the world. Under those circumstances it would seem fairly safe to assume that there is little possibility, regardless of how much our merchandise export balance may shrink, of preventing the United States from continuing to export capital in considerable volume for some years to come.

"This suggests the problem as to the form of payment in which we will be satisfied to receive the debt. There can be only three methods: first, it might be in gold, the one

commodity used for the final settlement of international balances; but this will scarcely be possible for neither the European nations nor the other nations of the world have any such surplus stock of gold as to make possible the shipment to us of large sums, nor, on the other hand, do we want or need an additional quantity of gold. They need gold, in Europe especially, to restore their currency systems; second, we can receive this annual payment in goods and such services as payment for carrying our exports and imports, insurance premiums, and the like; third, we could reinvest this annual interest charge which they owe us in foreign countries. Perhaps this annual balance

of indebtedness will be settled primarily in the second and third manner.

"We cannot follow any narrow, selfish policy of exclusion if we are to become in reality a great international trading and investing nation. In final analysis permanent international trade must rest upon a mutually profitable exchange of goods and we shall, therefore, do well, looking forward to our international position, in arranging our commercial policy so that if we expect to have a large foreign market we must also be willing to accept goods in exchange for, at least, a considerable part of their payment. We have had some valuable experience during the war period but the field is yet a comparatively uncultivated one and as American business continues its expansion in foreign fields, the American banker must be ready to contribute his share to the success of our newly acquired position in world trade and finance."



What Employee of Yours Works 18 Hours a Day?

Your salesmen, your clerks and your helpers at best give you only 8 hours of service. If, by chance, they do more, they ask extra pay. But there *is* a sales agent that pays no regard to hours.

The Motorbus Works So Long As People Are Awake

No other transportation facility is in such constant use. After the morning and evening "rush hours" extra buses not required for regular service during the "dull hours" go into special service.

Some go out with picnic parties. Some carry convention crowds and sight-seers to the parks, factories and places of public interest. In the evenings they take parties to theatres, churches, the Municipal Opera and other affairs on or off the usual avenues. *No bus is idle long!*

Morning, Noon and Night Somebody is Reading Your Bus Advertisement

Workers, shoppers, sight-seers, visitors—the money earners and the money spenders—all at some hour see and comprehend the advertising message your bus card presents.

This extra sales service is at your command at no extra cost when you use Motorbus Advertising.

For rates or further information call

CHARLES B. PHILIBERT

Advertising Space of the People's Motorbus Co. of St. Louis

302 City Club Building

Telephone, Central 655

Employees of Missouri Pacific System Lines Noted for Their Courtesy

TRANSPORTATION service is the only commodity the Missouri Pacific System Lines produces and has for sale. Production of the very best possible service is, therefore, the abiding ambition of every employe of these lines.

Missouri Pacific System Lines' employes welcome opportunities to be of personal service to shippers and travelers. If you want assistance in selecting a route for travel or shipment—if you want a rate quoted; in short, if you want any information we can get for you, any Missouri Pacific System Line man or woman will gladly assist you.

The motto of the entire organization is: "Whenever anyone asks for anything, try to find a way to give what is wanted."

Our station employes and train crews are famous throughout the country because of their uniform courtesy and spirit of helpfulness. Our dining-car service is daily commended by virtually every patron who uses it.

Trainmen and Enginemen in freight and passenger service are especially proud of their performance. They enjoy the satisfaction of providing a brand of service that causes shippers and travelers universally to commend our efforts to please.

The System Lines are providing adequate equipment—both motive power and cars—and the physical property, road bed, stations, etc., is being constantly improved. These efforts of management and men are enabling the Missouri Pacific to establish a standard of excellence in the production of transportation that is coming to be nationally recognized.

I solicit your co-operation and suggestions.



President

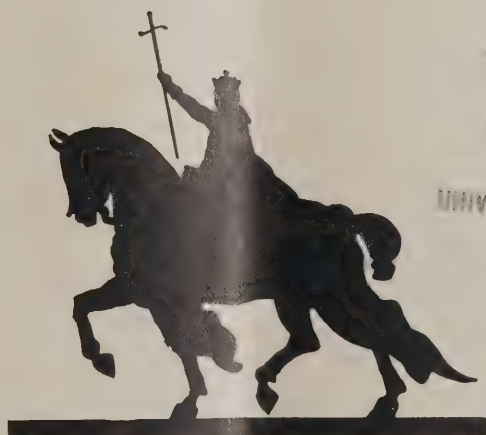
Missouri Pacific Railroad Company
Gulf Coast Lines
International-Great Northern Railroad Co.

SAI

Greater St. Louis

The City Surrounded
by the United States

Published Monthly
by the
St. Louis Chamber of Commerce



THE LIBRARY OF THE
MAY 21 1926
UNIVERSITY OF CALIFORNIA

St. Louis
Chamber of Commerce
Good Will Tour
Issue

May

1925

“GOOD WILL”

¶ This element in the continued growth and expansion of a city, organization or industry is of paramount importance.

¶ It is only by dealing honestly, considerately and fairly with people that “Good Will” can be nurtured.

¶ That the CURLEE CLOTHING COMPANY recognizes this great factor to the fullest degree, is attested by the fact that thousands of men throughout the United States wear Curlee clothes, and this great army of men is being added to constantly. Curlee clothes are sold under a binding guarantee which has behind it the pledge of a great firm. The CURLEE CLOTHING COMPANY has built its reputation and business on the basis of fair dealing with every one.

¶ It is thus that the element of “Good Will” is being added to constantly by the CURLEE CLOTHING COMPANY and this, in no small measure, is one of the reasons for the continued expansion of its business.

CURLEE CLOTHING COMPANY

CURLEE BUILDING

ST. LOUIS

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

May, 1925

Number 9

TABLE of CONTENTS

ST. LOUIS—THE HOME CITY.....	2
OUR "GOOD WILL" TOUR.....	5
By W. Palmer Clarkson	
DETAILED PROGRAM OF TOUR.....	6
WORK OF DEVELOPMENT SERVICE BUREAU.....	7
ADVERTISING MISSOURI.....	8
MISSOURI'S OUTLOOK.....	9
By Archer Wall Douglas	
RESULTS OF MUNICIPAL ADV. CAMPAIGN.....	10
C. M. T. C. HERE DURING JULY.....	11
BUSINESS SHOWS IMPROVEMENT.....	12
SCRUGGS' ANNIVERSARY.....	13

OFFICERS

W. PALMER CLARKSON, President.
CARL F. G. MEYER, First Vice-President.
BAXTER L. BROWN, Second Vice-President.
MORTON J. MAY, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDDY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER	E. D. NIMS
JOHN H. GUNDLACH	HARRY F. STIX
HAROLD M. HESS	JOHN B. STRAUCH
LOUIS F. LUMAGHI	F. W. A. VESPER
ROBT. L. NIEDRINGHAUS	LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN	MORTON J. MAY
IRVIN BETTMANN	JULIUS SEIDEL
WILLIAM R. COMPTON	*W. SCOTT HANCOCK
*F. ERNEST CRAMER	HOWARD V. STEPHENS
W. H. ELLIOTT	*O. L. SWANZEY
J. H. FARISH	L. A. VALIER
W. L. WIMMER	F. O. WATTS

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. DeKins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman;
R. S. Rauschkolb, Secretary.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
George E. Predock, Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. of C. BUREAU—
Theodore Fleming, President;
Ray G. Mills, Secretary.
MEMBERS' CONFERENCE—W. Scott Hancock, Chairman; Lon Sanders, Vice-Chairman.
MEMBERSHIP—W. S. Cummings, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter L. Brown, Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—O. L. Swanzeay, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Chamber of Commerce Good Will Tour Includes Forty-nine Missouri Towns and Cities

Leading Business Men of St. Louis Paying Neighborly Call on Sister Towns and Cities of St. Louis, to Express Appreciation for Co-operation St. Louis Always Receives from Them

APPROXIMATELY one hundred of St. Louis' leading business men, representing 39 different lines of business will comprise the delegation making the Good Will Tour through forty-nine Missouri cities and towns, May 18 to 23 inclusive.

One of the reasons for conducting the tour is to enable executives of the large business institutions in St. Louis to personally express their thanks to merchants in cities and towns of the territory being visited, for their patronage of the St. Louis Market. It is, in reality, a civic tour to strengthen the ties of good will between the cities and towns of the great State of Missouri and her Metropolis, St. Louis.

The delegates left St. Louis over the Missouri Pacific Monday morning, May 18, at 3:00 a. m., on a special train of Pullmans including diner, baggage, office and observation-lounging cars. The train carries an electric sign on the rear bearing the legend "St. Louis Chamber of Commerce, Good Will Tour, 1925."

The delegates sleep in their berths at night stops with the train standing. The night stops include: Nevada, Kansas City, Chillicothe, Moberly and Mexico City, where meetings will be arranged for the entertainment of the delegates.

On Tuesday, May 19, the Good Will Tour Special arrives in Kansas City, at 3:05 p. m., departing at 6:45 a. m. Wednesday morning. The Kansas City Chamber of Commerce is preparing an elaborate reception and entertainment for the delegates.

Speakers for the St. Louis Delegation at night stops will be: Hon. William T. Findly, Secretary to the Mayor of St. Louis; F. W. A. Vesper, President, Vesper-Buick Auto Co., and formerly President of the St. Louis Chamber of Commerce; Festus J. Wade, Jr., Vice-Pres., Mercantile Trust Company; Robt. E. Lee, Secretary, St. Louis Automobile Dealers' Association; Alex Smith, Associate Editor, The Drygoodsman; Carl Sommer, Vice-Pres., Majestic Manufacturing Company; E. B. Langenberg, Vice-Pres., Langenberg Manufacturing Company; E. W. Hughes, Sales Manager, Butler Brothers; Harry Simon, Vice-Pres., Marquette Suit & Cloak Company; Roy S. Rauschkolb, Manager, Development Service Department, Chamber of Commerce, and Scott R. DeKins, Secretary, Good Will Tour.

Special entertainment will be offered by George Ravold of the New York Life Insurance Company, who as a member of one of St. Louis' leading Male Quartettes has earned a big reputation as an entertainer.

The 39 different lines of business represented on this Tour at the time this story was released and the names of the representatives thereof included:

Aprons and Dresses: R. Lowenbaum Mfg. Co.; Sylvan Frolichstein, Secy.

Automobile: St. Louis Automobile Dealers' Association, Robt. E. Lee, Secretary; Vesper-Buick Auto Company, F. W. A. Vesper, President, and W. H. Vesper, Vice-President.

Banks and Trust Companies: First National Bank, Frank C. Hunt, Assistant Vice-President, and Alfred C. Pohle, Special Representative; Liberty Central Trust Company, H. C. Hartkopf, Department Manager; Mercantile Trust Company, Festus J. Wade, Jr., Vice-President; National Bank of Commerce, Walter L. Rehfeld, Assistant Cashier; Mississippi Valley Trust Company, S. B. Blair, Assistant Trust Officer.

Belting and Packing: New York Belting & Packing Company, R. F. King, Special Representative.

Books and Stationery: Blackwell-Wielandy Book & Stationery Company, Celsus O'Rear, Secretary.

Breweries: Anheuser - Busch, Inc., Otto F. Mathi, General Representative.

Carpets: Trorlicht - Duncker Carpet Company, H. A. Trorlicht, Vice-President. J. Kennard & Sons Carpet Company, S. M. Nealon, Secretary.

Chamber of Commerce: St. Louis Chamber of Commerce, Roy S. Rauschkolb, Manager, Development Service Bureau.

City of St. Louis: William T. Findly, Secretary to Mayor Miller.

Cloaks, Suits and Dresses:

Marquette Cloak & Suit Company, Harry Simon, Treasurer.

Clothing: Bettmann-Kleinhauser Clothing Company, Jos. B. Kleinhauser, Secretary.

Colleges: Lindenwood College, Guy C. Motley, Secretary.

Drugs: Meyer Brothers Drug Company, A. C. Meyer, Vice-President.

Dry Goods: Carleton Dry Goods Company, C. C. Hall, Special Representative, and Scott Wilson, Division Manager; Ely-Walker Dry Goods Company, W. C. Fischer, Assistant Sales Manager; Ferguson-McKinney Mfg. Company, George Myers, Special Representative; Rice-Stix Dry Goods Company, David Eiseman, Secretary-Treasurer, and I. Gale, Credit Manager, Martin Shea, Division Manager.

Electrical Supplies, Wholesale: The McGraw Company, C. E. Borntraeger, Merchandise Manager.

Finance: Central Credit Corp., Phil A. Becker, Pres.

Furnaces: Langenberg Manufacturing Company, E. B. Langenberg, Vice-President.

Furniture: Lammert Furniture Co., Wm. Pape, Sales Mgr.

Garments: Goldman & Rosen Garment Company, Paul Rosen, President.

General Merchandise: Butler Brothers, J. N. Browndyke, House Sales Manager.

Hardware: Shapleigh Hardware Company, S. Quisenberry, Sales Manager.

Hats: Harris-Polk Hat Company, Wm. B. Rust, Director; Langenberg Hat Company, Marion Wallace, Dept. Mgr.; Rothschild Brothers Hat Company, W. J. Hencke, Adv. Mgr.

(Continued on Page 26)

Statement by Chairman Becker on Value of Tour

THE St. Louis Good Will Tour through the great state of Missouri will be profitable, not only to the city of St. Louis and the individual firms represented, but also to the territory into which the delegation will go. It is one of the best things St. Louis could do to cement a closer relationship between this city and the state. Missouri is on the eve of a great good roads development which will bring cities and towns and farms together. It is therefore proper that we know our own state, its possibilities, potentialities and its citizenry.

The Development of St. Louis' Trade Territory

*Development Service Bureau of St. Louis Chamber
Has Highly Trained Personnel Which Specializes
in Helping Communities Solve Problems*

WE HAVE learned in St. Louis the big lesson that we, as business men in that city, are totally dependent upon the people surrounding the city of St. Louis, that a city cannot be greater than the territory surrounding it; and that the inter-dependence of town and country has become a matter of recognition and importance throughout our nation.

It was largely because of these reasons that the Development Service Bureau of the St. Louis Chamber of Commerce was formed several years ago. And, it is largely because of these reasons, that Good Will tours, such as the present one, are sent out by this organization each year into various sections of our trading territory.

St. Louis business men know that as our great trade territory prospers and acquires a greater per capita of wealth, so shall the volume of business done by our firms with the people of the territory grow in proportion.

This bureau has been particularly interested, naturally, in the more rapid development of all sections of our state. Representatives of the bureau, trained in the work of organizing communities for programs of development, have spent a great amount of time in our sister towns and cities helping thresh out problems and helping the communities carry on to the developments planned.

As a specific instance of the work being done by the Development Service Bureau, the following, because of its recent occurrence, is cited as a typical achievement of the bureau's personnel.

Until the last few months, 95 per cent of the freight hauled by railroads out of Reynolds County, Missouri, was railroad ties. Every few miles in this county is a tie mill and, because of the seemingly inexhaustible supply of timber, business men and residents of that county have paid little attention to the development of other industries.

Recently a Reynolds County Chamber of Commerce was formed by leading business men and the organization immediately began planning a program of development along other lines for the district: Last November a mass meeting was held at Ellington, at which L. W. Baldwin, president of the Missouri Pacific, which serves the district, Roy S. Rauschkolb, Secretary of the Development Service Bureau, P. V. Bunn, General Secretary of the St. Louis Chamber, and other St. Louisans discussed the problems of the county and offered their services in carrying out a program of diversification.

Secretary Rauschkolb later visited the district and spent some time there helping in the work the Reynolds County Chamber was doing.

As a result of this work, fruit and vegetable raising have been intensified in the county and

already canning factories are being erected at Garwood, Ruble and Ellington which will be supplied by fruits and vegetables raised in those vicinities. An example of what this means to the county is shown by the estimate that every carload of canned tomatoes leaving the district will cause a minimum of \$1000 accruing to the section.

Intensive work is being done among the people of the county to cause more extensive dairy and poultry development. It is estimated that by next summer, these branches of agriculture in Reynolds County, will have been increased by approximately 200 per cent.

A movement is under way now, sponsored by the Reynolds County Chamber to have a State Game Preserve of 6500 acres established there. It is likely, because of the adaptability of the district for such a preserve, that the state will establish one in that county. Scores of additional visitors will be attracted by this preserve and St. Louisans and others now are establishing summer resorts in the county.

In all of these movements the Reynolds County Chamber knows it has the support of the St. Louis Chamber, and executives of the county chamber have been told to call upon this organization whenever the St. Louis Chamber can be of further service to them.

The St. Louis Chamber does this work in the knowledge that as our territory and particularly our state prosper, so shall the city itself prosper. It is thus that not only permanent Good Will is built up, but all of the benefits that derive from conscientious service to the communities which depend in large measure upon us and we upon them.

It must be understood that St. Louis people purchase only a very small fractional part of the things which are sold by the St. Louis merchants and manufacturers and that St. Louis is supported primarily by the purchasing power of the territory surrounding it. Let us, for example, assume that each man, woman and child in St. Louis spends annually \$200.00 for food, clothing and other commodities necessary to live, not taking into consideration such items as rent, interest, insurance, investments, etc. There are one hundred and eighty-six thousand families in St. Louis, averaging five to the family. It is conservative to estimate that each family does not spend more than \$1,000.00 per year, for products made by our manufacturers and sold by our jobbers and retailers. This would make a gross business of \$186,000,000 per annum, which represents, approximately, what the St. Louis people buy from themselves. This volume of business, of course, would not support St. Louis industry even in a small way—hence the dependence of our city on our surrounding territory's patronage.

Missouri Association "Telling it to the World" About Our State's Attributes

*Inquiries Being Received from Every Part
of United States and Several Other Nations,
Concerning Advantages Missouri Offers*

By George A. Pickens,

General Secretary, Missouri Association

A WELL known writer of the day who is also a keen analyst and observer of human nature in all of its phases, has said that "The path of civilization follows the trail of the tin can". I would paraphrase that pertinent analysis of the world at large by saying that the path of civilization and progress follows the trail of the men of vision who are able to scout ahead beyond the outposts of known issues, probe the possibilities of the economic future, and blaze the way for the great army of less gifted ones who are struggling toward the goal of a better citizenship and a greater statehood.

There is no reason why one state or section should excel to a marked degree or progress more rapidly than any other, unless it be from lack of enterprise among individuals or lack of the keen-visioned leadership I have just mentioned. But possessing both of these attributes any community, state or nation is bound to advance.

We Missourians, as a class, have ever been conservative to a pronounced degree; lacking nothing in the way of natural resources and bountiful environment, our citizens have been contented for years to live quietly, caring little whether or not the outside world knew of our rich interior, our teeming industrial cities, mineral wealth, diversity of agricultural products and other economic assets. Publicity and advertising of even a state-wide nature, had but little place in the great scheme of things as far as the average Missouri citizen was concerned; he exercised the "Divine Right of Kings" in a little monarchy of his own and was quite content to have it that way.

During the past decade, however, a gradual change has taken place. Thus it came about that Missouri leaders of the State Press Association and Commercial Organizations began to feel the need of a greater acquaintance with the outside world, a more comprehensive knowledge of the state's potentialities, and a broader outlook than the mere confines of their own backyards afforded.

An organization to sell Missouri to Missourians and then to the rest of the world; to exploit the unexcelled resources and advantages of the state in a way that would mean substantial progress, was the vision of two hundred delegates composed of business and professional men, farmers and newspaper men from all sections of the state, who sat in executive session in the State Capitol at Jefferson City, on April 6 and 7, 1923. Stirring speeches were made by the enthusiasts at that meeting and like the shot that echoed round the world, their influences were felt throughout the state and we began to look about and take stock of ourselves.

So The Missouri Association came into being at that meeting and up to this time has weathered all of the ills attendant upon an organization's beginning. The Missouri Association proposes to federate all of the constructive organizations of the state for the exploitation of her resources, her social, educational, agricultural and industrial advantages; to build and foster

a larger state pride through proper publicity and advertising; to sell Missouri to her own citizens through maintaining a research bureau for collecting worth while facts as to the economic standing of the commonwealth as compared with other states, and to disseminate these facts free of charge at all times, through all of the available avenues of publicity.

In connection with the last named activity I want to mention that the columns of practically every newspaper in the state are open to the Association for publicity purposes along any lines connected with state-wide progress. I have receipted contracts for several thousand dollars worth of advertising space contributed by seventy-five of the leading newspapers of the state, to use in any way I may choose for advertising the Association and its work for a Greater Missouri. This space is graciously offered by the progressive editors of the state who believe that when we pull for Missouri we are pulling for ourselves and that

what is good for the state as a whole is good for every citizen within its borders. I believe I can safely say that this generous contribution of space for state advertising is something that the press of no other state has done.

Builded upon the lines of a state chamber of commerce, but reaching into a vastly broader field, The Missouri Association includes in its membership Individuals, Companies and Corporations, Kiwanis and Rotary Clubs, Chamber of Commerce and rural community clubs, and many state organizations, among them being State Grain-Dealers, State Press, State Teachers' Association, State Banker's Association, Farm Bureau Federation, Federated Women's Clubs, with county and regional groups of these same bodies. We believe that with all of these interests merged for the common goal of state advancement we cannot fail to make substantial and permanent progress.

A surprising awakening came, when through state surveys and research work we began to prepare our plans for active functioning. After making only a tentative survey, we found that millions of dollars of Missouri wealth is being used to develop other states, particularly along the western coast, because those states long ago learned the value of advertising and publicity to attract new capital in state building. We

"Selling Missouri to Missourians"

AS is pointed out by Mr. Pickens in the accompanying article, comparatively few people knew of Missouri's great advantages and vast possibilities until just the last few years. Now, people are coming here from many sections, to see at first-hand what our State has to offer—and, what is more important, Missourians themselves, largely through the campaign of the Missouri Association to "Sell Missouri to Missourians," are more informed on the greatness of their state.

Co-operation of Missourians will do much to accelerate the progress of Missouri, and it is with this as one of its motives that the present Good Will Tour of the St. Louis Chamber of Commerce through 49 Missouri towns and cities, is being conducted.

Conditions in Missouri Indicate Large Measure Of Prosperity at Hand

*Wheat Yield in State Expected to be Twenty-Five Per Cent Greater than Last Year
—General Outlook Bright, Survey Shows*

By Archer Wall Douglas

THERE is an old poem that tells how "Distance lends enchantment to the view", or in modern phrase, "They all look good at a distance". Which explains why it is that the thought of yesterday in business was often to go far afield for new sources of trade, instead of giving attention to the great possibilities which lay near at hand, and which was supposed to come to us of its own accord without any seeking on our part. There was also in those days a plentiful lack of understanding between the great cities of every commonwealth, and the surrounding countryside which was their natural friend and customer. Nor was there the perception that that service and mutual good will lay at the foundation of all permanent business intercourse.

How greatly the times have altered may be seen in the fact that the chief concern of the business world of St. Louis is that we may deserve such business from the merchants of Missouri as belongs to us by inheritance, tradition, and our will and ability to render adequate service. And on the other hand, that the state at large has a constantly growing pride in St. Louis and her accomplishments, for liking begets liking, and good will produces good will. It is well, however, not to undervalue one's competitors, but to realize that Chicago has more business north of the Missouri river than is good for our happiness and peace of mind, and all because of her great transportation facilities in a territory which for many years in the past was largely shut out from us by absence of proper railroad communication.

Also there is Kansas City, the hustling young city that is built upon lesser advantages than most other cities have and has gotten away with it. It is not the "gate" to any particular section, nor the "key" to any especial territory. It has, however, that spirit of civic pride which lies at the foundation of all accomplishment, and so all things have been added to it. Nor is it content to be merely the metropolis of Kansas, but reaches back eastward into Missouri and seeks to grab off those things which we look upon as our natural right and inheritance. Fortunately, we possess the precious and exclusive tradition and spirit of being the only city in all the Union that is both Western and Southern in its ways, customs and habits of thought. So, in sober truth we represent and typify the feeling and attitude of mind of Missouri, as does no other great capital. Moreover, in common with the people of the state we have passed through and away from the stage when we were largely content to rest satisfied with the great natural advantages which encompass us on every side, and now seek to develop their possibilities rather than merely "point with pride" to their possession. Nor was there ever a better time than right now for this sort of procedure, not only because of the fast growing good will between St. Louis and all the state, but equally because all crop and business conditions point to a large measure of moderate prosperity for Missouri in the coming months.

There is an abundance of moisture throughout the entire state, this being the first requisite for abounding crops. Winter wheat acreage is about ten per cent larger than last year, the growing plant is generally in high condition, and the outlook is for an increase in yield of about 25 per cent over last season. Corn planting is nearly completed, with larger acreage than twelve months ago. While the cool weather delays the growth of vegetation, at the same time plentiful rainfall makes for

a large yield of feed stuff for livestock of which Missouri has an abundant and well balanced supply. Chief among them is the dairy cow, growing slowly in numbers each year, and providing the chief steady cash income of many a farm. Nor have Missouri mules failed to hold their own, even more so than horses. Sheep, hogs, and beef cattle show some slight decrease from last year, but prices are higher and this is always the prelude to larger herds and flocks. Poultry is another source of wealth, the annual production of eggs alone being more than half the value of the yearly output of gold in this country, including Alaska.

Fruit has largely escaped damage, strawberries being nipped slightly and tree fruits escaping

entirely. In Southeast Missouri there will be much cotton planted under the incentive of continued high prices.

Low prices of lead and zinc have somewhat reduced outputs, but mining along with industrial life will share in the better times which will come with a well balanced harvest at remunerative prices to the farmers. Taking the situation "by and large" it is one of conservative cheer and encouragement, and of far better outlook than at this time last year.

In the Ozark districts of Missouri resorts are preparing for a greater influx of visitors and tourists this summer than has been had in previous years. This number of tourists will be added to constantly as our roads are improved. There are many delightful places in the Ozarks where every phase of out-door life can be enjoyed to the fullest and the only impediment to this vast region of sublime appeal becoming more of a playground for the nation has, in the past, been lack of good roads. In most sections now, good roads have been constructed and the rapidity with which sections thus conveniently reached have grown in popularity is a token of what generally will take place in the Ozark regions.

Generally, Missouri now is at the threshold of the era of its greatest development. The world is learning about Missouri and its attributes—and, as this continues, more and more shall our progress be accelerated. Missouri has natural resources which have never been developed. There has been a deeper realization among the planters and farmers of the various sections of the state of the vast possibilities of more diversified farming. As a result of this, poultry and dairy farming are coming more into vogue as important angles of agricultural development which in former years have not been given their proper place.

Assuredly, Missouri is finding its "place in the sun".

Prosperity for Missouri

MR. DOUGLAS sounds a keynote of optimism concerning the agricultural and business outlook of Missouri, throughout the accompanying article, which was compiled following a detailed survey of conditions in Missouri, made by Mr. Douglas.

As is pointed out by him, there is a growing bond of sympathy and mutual good will between St. Louis and the other towns and cities of the state, and St. Louis is doing all possible to promote a continuation of this feeling.

Municipal Advertising Bringing Many New Firms to St. Louis

Industrial Department of Chamber Reports Negotiations Now Are Under Way With Other Firms Which, Doubtless, Will Increase Total

THE annual report of the St. Louis Municipal Advertising Campaign Committee, just mailed to subscribers to the fund, states that 51 new industries in 10 different lines of business have been brought to St. Louis directly or indirectly as a result of the municipal advertising.

Many other factories were brought here through the efforts of the Industrial Department of the Chamber of Commerce from inquiries traceable to the advertising campaign. It is the practice of the Industrial Department of the Chamber of Commerce to get in touch with companies or individuals who write for information and point out to them the desirability of St. Louis as a place to live and its advantages in the way of raw materials, freight rates, labor, health, schools and progressiveness. Negotiations are now under way which undoubtedly will bring many other plants to St. Louis in the near future.

The report asserts that as a result of the advertising campaign, St. Louis has become known as the "best balanced" large city because of the wide diversity of its industries. Along with the new industries have come thousands of additional workmen, increasing thereby the population, business and wealth of the city.

"The spirit of progress awakened by the advertising," says the report, "has developed a type of citizenship which responds to community undertaking and has caused them to work together for the common good. These things all mean increased prosperity for the city—a prosperity in which every resident shares, directly or indirectly."

In the advertising campaign for the fiscal year just closed, 26 magazines of national circulation and 127 newspapers in the St. Louis trade zone were used, preceding the Spring and Fall buying seasons, to carry the St. Louis message to the world. As an illustration of the effectiveness of a single advertisement, the report shows that last December, in addition to hundreds of letters from throughout the United States, 21 inquiries were received from Alaska, Italy, Canada, Cuba, Japan, Holland, England, Mexico and New Zealand—asking for further information about St. Louis. Copies of numerous letters are published in the report showing the wide-spread interest aroused by the advertising.

As an aid to follow-up work, the Advertising Committee has had prepared two booklets—"St. Louis as a Manufacturing City," and "St. Louis as a Home City." These are mailed to persons and firms asking for data about the city.

One of the features of the past year was the establishment by the Advertising Committee of a news bureau under the direction of G. V. Kenton, a former newspaper editor. This bureau, opened last December, has aided in disseminating information about the city. It is already supplying 273 newspapers throughout the United States with constructive articles about the activities of St. Louis and her citizens. In addition 103 Missouri newspapers are being supplied with a special service. Considerable attention also is devoted to magazines and trade journals by the news bureau, with the result that many news stories of St. Louis have been printed.

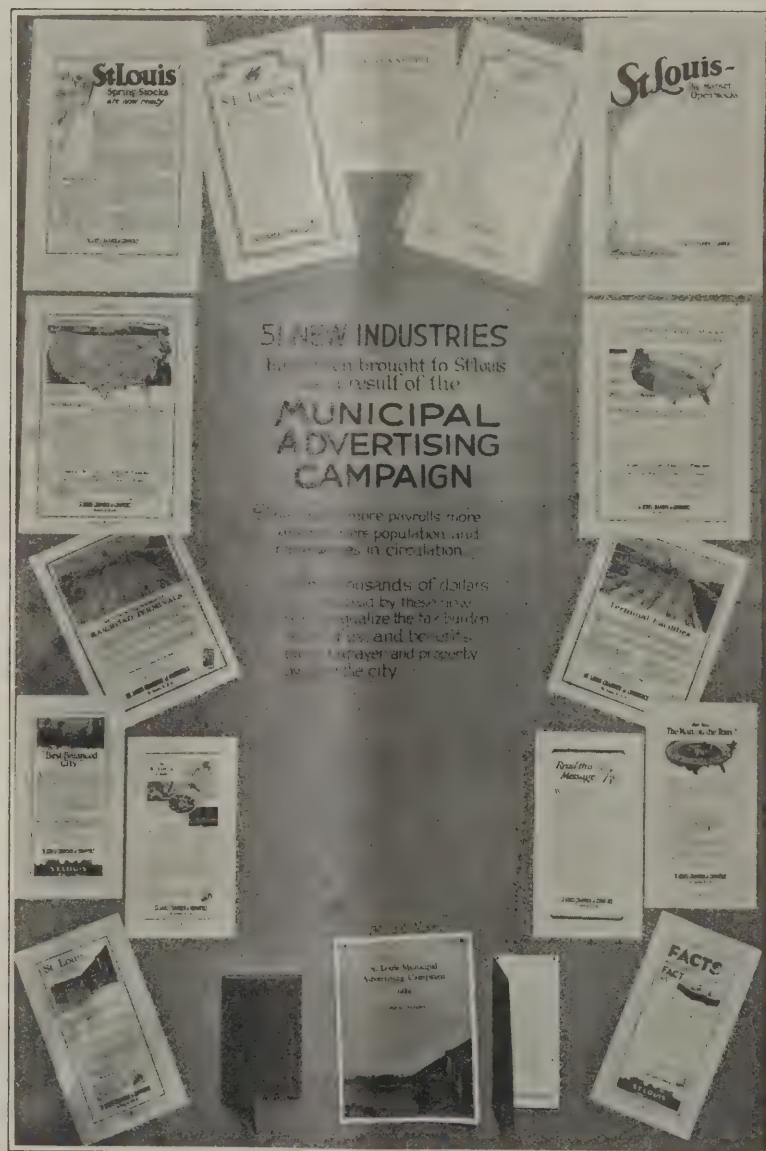
St. Louis spent \$70,000 in the past year for municipal advertising, the city, through the Board of Aldermen, appropriating \$35,000 and the merchants and business men, through the Chamber of Commerce and Advertising Club, contributing a like sum.

An appeal to all St. Louisans to get behind this civic movement has been issued by President Clarkson of the Chamber of Commerce. "Many prominent business men, who have watched the success of the advertising campaign, already have contributed splendidly to the fund," President Clarkson said. "They view it as an investment and that is just what it is. We all profit through the bringing of new industries here. St. Louis has taken the lead in municipal advertising. Let us keep

it. But to show you that we must be alert, let me point out what other cities are doing.

"Los Angeles, Cal., is raising \$1,000,000, part to be used by the Chamber of Commerce and part by the All-Year Club of Southern California. Portland, Ore., is raising \$300,000 for a two-year period. Denver, Colo., spent \$150,000 in 1924. Salt Lake City spent \$76,000 in 1924. Miami, Fla., spent \$146,000 last year. San Diego, Cal., will spend \$125,000 for 1925. San Francisco has raised \$400,000 for 1925 to be used

(Continued on Page 28)



Poster Showing Types of Advertisements Run

Citizens' Military Training Camp at Barracks

July 23 to August 21

One Thousand Youths, from Missouri, Illinois and Arkansas to Enter Training—Applications for Enrollment Received at 408 Old Customs House for Missouri

ONE thousand boys, 17 to 24 years old, will be in training at Jefferson Barracks July 23 to August 21, when a Citizens' Military Training Camp will be conducted there by the War Department. Establishment of the training camp here was brought about largely through efforts of the Military and Naval Affairs Committee of the Chamber of Commerce, which represented the Chamber at a series of conferences held on the matter here and in Chicago.

Five hundred of the young men will be from Southern Illinois and the remainder from Missouri and Arkansas. Hundreds of visitors will be brought to St. Louis to visit the camp. The Chamber will conduct negotiations with out-of-town Chambers of Commerce and other business and civic organizations to have them visit the Barracks while the train-

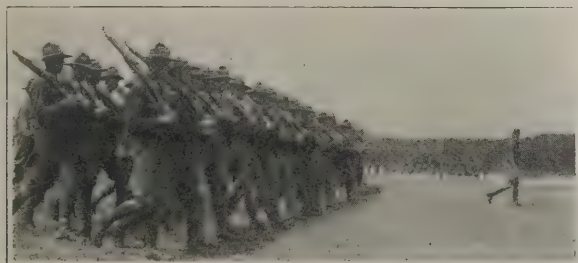


A C. M. T. C. Cavalry Formation

ing camp is in progress and, in addition, of course, the parents and friends of practically all of the boys will be in St. Louis at times for visits.

Since there will be more applications received than can be accepted, only those boys of the best character will be selected. Application for blanks or information should be made to the C. M. T. C. Officer, 102nd Division, Old Customs House, St. Louis, from Arkansas and Missouri boys. Illinois boys should send applications to the C. M. T. C. Officer, 6th Corps Area, 1819 Pershing Road, Chicago, Ill.

Carl F. G. Meyer, Aide to the Secretary of War for this district and Vice-President of the St. Louis Chamber, and Col. Albert T. Perkins, Chairman of the Military and Naval Affairs Committee of this organization, represented the Chamber while negotiations were being conducted to have the camp



Infantry Drill

located here. Mr. Meyer and Col. Perkins now are working with the military authorities to assist them in efforts to make the St. Louis camp the most successful conducted during the summer.

When the United States entered the World War the War Department kept accurate records of the physical condition of

over 4,500,000 young men examined for military service. The country was startled to learn that of this number one out of every two had some physical defect important enough to be made a matter of record, that one out of every four was so physically defective that he was unfit for military service.

This information was placed before a congress of noted college presidents and educators after the war and the result



A Visit from a Chaplain

was the provision in the new National Defense Act of 1920 for the holding of annual training camps for boys between 17 and 24 years old for one month and entirely at government expense. More than 35,000 boys will be trained this year.

Gen. Harry A. Smith of Ft. Leavenworth in a recent statement said: "The object of these camps is to inculcate in boys those manly virtues which distinguish good citizens from bad ones; strong, active citizens from weak, flabby ones; patriotic citizens who believe in the destiny of their own country from those sickly nondescripts who see only good in foreign institutions and foreign countries. In these camps are developed



Taking the Oath of Allegiance

initiative, resourcefulness and courage, right thinking, the spirit of team play and regard for the rights of others. There is physical, moral and mental development."

The boys are taught the value of obedience, discipline, cleanliness, promptness, truthfulness, courtesy, respect for his elders and his superiors, clean language, clean thinking and clean living.

Realizing that a sound and healthy body usually houses a clean, wholesome mind, the War Department stresses the value of athletics as a means of acquiring these. Former West Point, college and university stars are among the officers who lead the boys in sports and games. Each company has a baseball game to represent it in a competitive schedule. The com-

(Continued on Page 39)

Business Leaders Expect Gains for First Six Months of 1925

Crops in Some Sections Where Poor Yield was Had Last Year, Show Promise of Considerably Greater Increase—Agricultural and Industrial Conditions Generally Bright

A SATISFACTORY volume of business in the various lines is reported by executives of St. Louis firms, in statements to "Greater St. Louis". Generally it is anticipated that gains for the first half of 1925 over the same period last year will be had.

Statements from the firms of the various lines follow:

H. T. Bussmann, Bussmann Mfg. Company: "On the whole business has been quite satisfactory. Prospects appear better for balance of the year. January and February were very good months but March fell off 25 per cent. However, April recovered about half of this loss. We believe the balance of the year will prove quite satisfactory."

L. D. Lawnin, President, N. O. Nelson Mfg. Company: "We have noticed quite a decided improvement since January 1, and the first six months of this year will probably exceed the same period of 1924. We also anticipate quite an improvement in the building line for the remainder of the year. So many building projects have been started that business in the building line should be good for all of this year."

Eugene F. Olszewski, Secretary, American Packing Company: "There has been no decided improvement since January 1, in our business, with the exception of a temporary boom that has spent itself, and the present condition of our business is such as is usually experienced in any business that is working on a decline in the market. The first six months of 1925 will equal, and perhaps exceed, the same period for 1924, but due to our increased facilities under ordinary conditions the volume should substantially exceed the 1924 volume for the same period. We usually find a considerable improvement in our line in the late summer and the fall of each year, and we have every reason to believe that a decided improvement can be anticipated in the next few months."

H. W. Geller, President, Geller, Ward & Hasner Hardware Company: "Business in our line is steadily improving, especially in the country and we expect to show a nice gain for the first six months of 1925. If crop conditions continue good, we anticipate a large business in our line for the remainder of the year."

George L. Thorpe, Office Manager, Chevrolet Motor Company: "We have noted a decided improvement in business since the announcement of our new series January 1, and we have every reason to believe that the first six months' business of 1925 will far exceed the business during the same period in 1924. The thing that greatly effects the purchases of automobiles is the industrial situation, as well as farming. The future business outlook for the remainder of this year is very promising."

B. S. Thompson, Vice-President, Hoyt Metal Company: "There has been no decided improvement since January 1. The first six months of 1925 will not equal the same period

of 1924. It is hard to tell whether there will be any improvement in our line during the remainder of the year, but we hope for same."

J. T. Garrett, President, Missouri Bridge & Iron Company: "We have not experienced any improvement in general business and do not expect a pronounced change in conditions. The future promises normal conditions if crops are good."

Ed. Mallinckrodt, President, Mallinckrodt Chemical Works: "While an improvement in business has not been pronounced, all indications are that it will continue along satisfactorily. I believe the volume for the first six months of this year will exceed that of 1924."

Walter R. Medart, President, The Medart Company: "We are doing a nice business and really expect the volume to be maintained throughout the summer months."

C. W. S. Cobb, President, Glencoe Lime & Cement Company: "Business with us is good and from present indications promises to continue so."

Geo. R. Merrell, President, Merrell Drug Company: "Business with us is good and we look forward with confidence to its continuing so."

L. E. Dennig, President, St. Louis Independent Packing Company: "While we have notice no appreciable improvement in business since January, we do anticipate a brisker summer trade."

Ralph Weil, Weil Clothing Company: "We are enjoying normal conditions and are hoping for more pronounced improvement in general business conditions."

Oscar J. Schroeter, President, Schroeter Bros. Hardware Company: "I believe our sales for the first six months of 1925 will equal those of a similar period last year."

L. D. Vogel, Vice-President and Secretary, Charter Oak Stove & Range Company: "We have satisfactory and assuring information regarding crop conditions and prospects in several sections which were not good last year, and our representatives in such sections have assured us that there is a good basis for the hope that business will be much better in such sections this year than it was last."

Hanford Main, Sales Manager, Loose-Wiles Biscuit Company: "Our business the first quarter of this year was ahead of the same quarter last year. There seems to be a temporary lull right now, but we anticipate steadily improving conditions."



Scruggs-Vandervoort-Barney Diamond Jubilee Praised as Merchandising Event

Many New Accounts Opened During Celebration and Scores of Visitors from Other States and Cities Were in Store Daily



Vandervoort's Night Display During Diamond Jubilee

"THE most extensive and beautiful event of its kind in the mercantile history of the United States"—that is the trend of comment that has been attracted by the Diamond Jubilee celebration of Scruggs-Vandervoort-Barney, held here from April 13 to May 2.

Trade publications and students of mercantile practices have been lavish in their praise of this event and in letters to Frank Mayfield, president of the Vandervoort Company, state that it established a new standard for anniversary celebrations. That the results of the Jubilee were commensurate with the effort placed behind it, is evidenced by the fact that the company had the largest month's business of its seventy-five year history.

Thousands of new accounts were placed on the Vandervoort books and the good will of the people of St. Louis that has been enjoyed by the institution was greatly enhanced.

The store, both inside and outside, was converted into a veritable fairyland during the three weeks, by artistic decorations.

A city block surrounded with a necklace of lights, with huge diamonds of electricity revolving at heights, and an immense birthday cake with seventy-five giant candles over each entrance on the four sides of the store—that was the illumination of Scruggs-Vandervoort-Barney which drew throngs downtown at night, and made the block a Mecca for sight-seers.

Inside, the store was equally attractive with the diamond emblem of blue and gold prominent in the decorations. Smilax, banners of silk, pictures of the founders and past presidents of the store in relief and artistic arrangements of merchandise, made the store a feast for the eyes.

The "Silhouette Review in Color" of the fashions of the past seventy-five years, and figures almost life size were mounted on the fixtures of the store five feet from the ground. They were cardboard, with charmingly painted faces, and each one dressed in the silks, satins, and laces of other days. Old Godey and Peterson magazine fashion plates were followed for the

(Continued on Page 38)

Foreign Trade Conference to be Held In Chamber's Auditorium

UNDER auspices of the following organizations, Advertising Club, World Trade Club, Foreign Trade Bureau, Junior Chamber of Commerce, Sales Managers' Bureau, Consular League of St. Louis, Credit Men's Association, Mississippi Valley Association, Manufacturers' and Merchants' Association, U. S. Shipping Board, U. S. Bureau of Foreign and Domestic Commerce, St. Louis Chamber of Commerce, there will be held in St. Louis on Thursday and Friday, May 21-22, a foreign trade conference to assist manufacturers to build up a profitable export business in the Latin-American and Far Eastern countries, which regions afford large and growing markets for Mississippi Valley manufacturers. The addresses, general discussions, and personal conferences with Government and other experts, will afford business men an opportunity to learn which are the most logical markets for their particular product, the prospective volume of business obtainable, and the best methods to use to build up a profitable trade.

The United States Department of Commerce is sending its best men to make addresses and be available for conferences. The American Commercial Attaches in Cuba and Mexico will come direct to St. Louis from their posts at Havana and Mexico City. The Directors of the Far Eastern and Latin-American Divisions at the Department at Washington, as well as other Government, foreign trade advisers will participate. Leading economists, bankers, and practical exporters, such as Rev. Edmund Walsh, S. J., Regent, School of Foreign Service, Georgetown University, Washington, a recognized authority on Russia; Hon. L. C. Dyer, Member of Congress from St. Louis; Mr. G. A. O'Reilly, Vice-President, Irving Bank-Columbia Trust Company, New York; W. Boyd Carpenter of the Peking, China University; and A. B. Dod, Export Manager, Merck and Company, New York, will be available to furnish expert advice to the inland manufacturer.

There will be morning, luncheon, afternoon and dinner sessions, with ample time for general discussions and personal conferences with the foreign trade experts on the second day. The detailed program follows.

Thursday, May 21, Morning Session, 9:30: Chairman, George W. Flynn, President, World Trade Club of St. Louis. Address of Welcome by Hon. Victor J. Miller, Mayor of St. Louis; remarks by F. Ernest Cramer, Chairman, Foreign Trade Bureau, St. Louis Chamber of Commerce; address by Richard O'Toole, Chief, Latin-American Division, U. S. Bureau of Foreign and Domestic Commerce, former manager of South American branches, National City Bank of New York. "Review of Latin-American Economic Conditions"; address by R. A. Lindquist, Chief, Electrical Equipment Division, U. S. Bureau of Foreign and Domestic Commerce; Mr. Lindquist has just returned from a survey of Mexico. "Present Prospects for Trade in Mexico"; address by F. L. Jordan, Manager, St. Louis Office, Emergency Fleet Corporation. "Our Foreign Delivery System"; a 30-minute general discussion period; delegates are requested to ask questions and present their export problems; Government and other foreign trade experts will lead the discussion.

Luncheon Session, 12:30: Chairman, James E. Smith, President, Mississippi Valley Association. Joint meeting with St. Louis Chamber of Commerce; remarks by W. Palmer Clarkson, President, St. Louis Chamber of Commerce; address by Alexander V. Dye, American Commercial Attache, Mexico City; Mr. Dye is making a special trip to the St. Louis Conference. "The Significance of Mexico's New Era to the Mississippi Valley"; address by G. A. O'Reilly, Vice-President in charge of the Foreign Department, Irving Bank-Columbia Trust Company, New York, "America in the Far East".

Afternoon Session, 2:30: Chairman, R. P. Block, World Trade Club of St. Louis. Address by Mr. Halleck A. Butts, Chief, Far Eastern Division, U. S. Bureau of Foreign and Domestic Commerce. "A Review of Far Eastern Economic Conditions"; address by Carlton Jackson, American Commercial Attache, Havana, Cuba. "Cuba, An American Market"; address by Walter J. Rastall, Chief, Industrial Machinery Division, U. S. Bureau of Foreign and Domestic Commerce. "Oriental Merchandising Methods"; address by W. Boyd Carpenter of the University of Peking. "China's Trade, Past, Present and Future"; a 30-minute general discussion period. Mr. O'Reilly will lead the discussion on opportunities for trade and the

best methods to use in building up a profitable business in the Far Eastern countries.

Informal Banquet Session, 6:30: Chairman, F. Ernest Cramer, Chairman, Foreign Trade Bureau, St. Louis Chamber of Commerce. Address by Honorable L. C. Dyer, "The Effectiveness of the China Trade Act"; address by Rev. Edmund A. Walsh, Regent, School of Foreign Service, Georgetown University, Washington, D. C., "Soviet Russia and the United States".

Friday, May 22, Trade Adviser Service Session, 10-12: Trade Adviser Service. Opportunity afforded for individual conferences with Government and other foreign trade experts. Appointments made in advance through the Conference Committee.

Round Table Luncheon Session, 12:30: Joint meeting with Sales Managers Bureau, St. Louis Chamber of Commerce, Chairman, W. F. Gephardt, Vice-President, First National Bank of St. Louis.

GOOD LUMBER and the best quality of BUILDERS' SUPPLIES

We handle a full line of good lumber and building supplies—all of the best grade—used in the construction of the modern building. We sell at retail and wholesale.

We are manufacturer's distributors of many lines of building materials. We put our brand on several products made for us from selected materials, and stand squarely behind them with assurance they are of the highest quality at the fairest price.



We carry in stock:

Sta-Put Oak Flooring
Strong-Hold Plaster Wall Board
Ru-Ber-Oid Roofing Products
Gabriel Rolled Steel Coal Chutes
Sun-Lite Steel Basement Windows
Steel-Rock Fireproof Partitions
Red Picket Fencing
Collapsible Saw Horse Legs



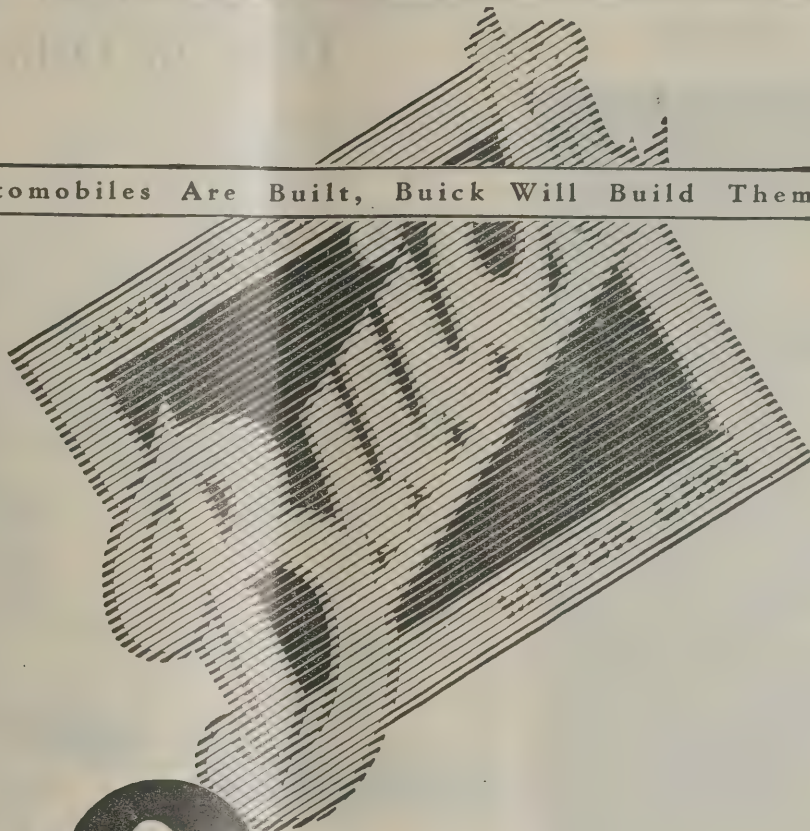
Our wholesale and jobbing department is equipped to handle your order—large or small—promptly. We ship anywhere in less than carloads, mixed carloads or carloads. We can accommodate 85 cars at one time on the 3,850 lineal feet of switch track in our yard.

Goodfellow Lumber Company

Ours is the Trade that Service Made
Natural Bridge at Goodfellow
ST. LOUIS

When Better Automobiles Are Built, Buick Will Build Them

No. 12



Question: *Where are Authorized Buick Service Stations located?*

Answer: In practically every community of any size in America. Wherever you happen to drive, you always will be able to find, immediately, genuine Buick parts and skilled mechanics who know Buick cars and have a real interest in taking care of them.

Jakes-Buick Auto Co.
Kirkwood, Mo.

Kuhs-Buick Co.
2837 N. Grand Bl.

Schnure Motor Co.
2938-50 Olive St.

South Side Buick Auto Co.
3456 S. Grand Bl.

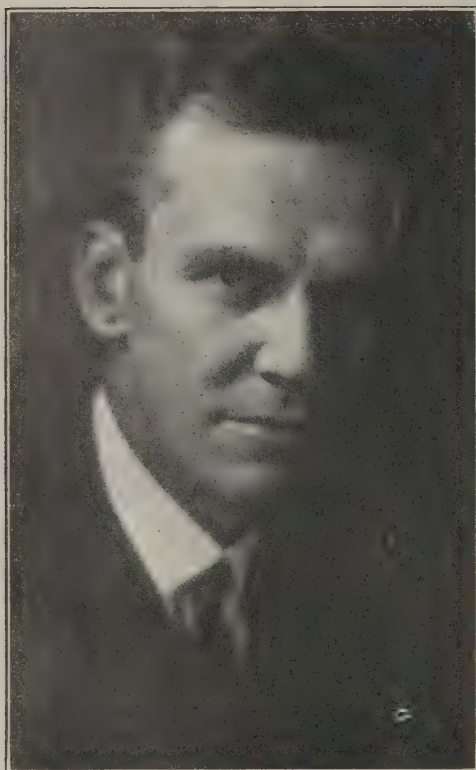
West Side Buick Auto Co.
Kingshighway and McPherson

East Side Buick Co.
326 N. 10th, E. St. Louis, Ill.

E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

Vesper-Buick Auto Co.
Lindell at Grand

Trade Exhibition In New Orleans



C. L. Wallace,
President, International Trade Exhibition

AN international trade market place where the manufacturers and producers and the distributors, the buyers and the sellers of the world will meet and transact business, is being developed in New Orleans. It is the International Trade Exhibition which has the sanction of the United States government and which will open September 15, of this year, and will be operated as a permanent international trade mart. D. M. Hazlett is the St. Louis representative of the Exhibition.

The International Trade Exhibition has the support of the United States government by a joint resolution passed by Congress authorizing the President to invite all foreign nations and all the states of the union to participate in the all year trade display. On March 9 President Coolidge issued a proclamation extending this invitation, has forwarded copies of that document to the ambassadors of foreign nations at Washington, to the foreign governments direct and to the American diplomatic representatives in foreign capitals.

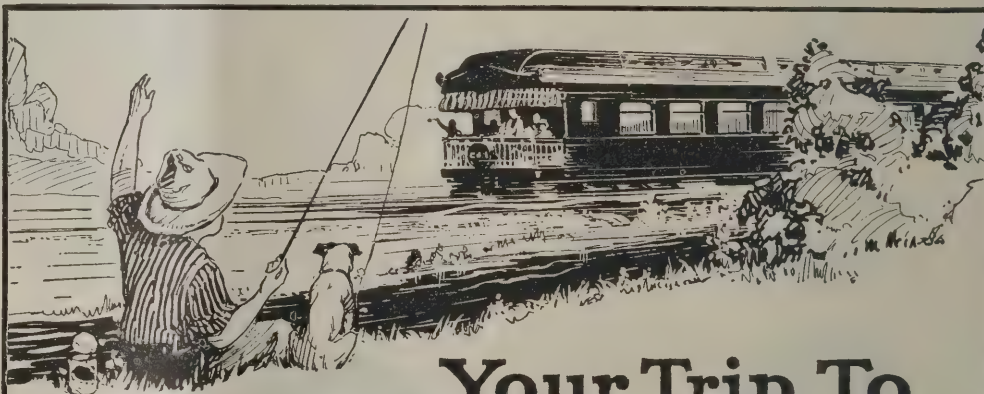
The exhibition will be housed in a building costing five million dollars, the use of which has been donated by the federal government to promote the success of this gigantic undertaking. The mammoth structure is six stories high and covers two city blocks with a possible exhibition area of half a million square feet, and adjoining room for expansion. This generous donation on the part of the government eliminates the necessity of an exorbitant charge for space rental to cover heavy investments in facilities for housing the exhibition. The building is served by an admirably coordinated rail and water service. It is situated at the junction of the Mississippi River and the inner harbor recently constructed by the State of Louisiana at a cost in excess of \$20,000,000. The largest ocean-going vessels can moor at the wharf that forms the side of the building toward the Mississippi river, while a municipally owned belt railroad, connecting the trunk lines entering the city, serves the loading run-way on the opposite side.

Infant Death Rate in St. Louis Lower Than in Other Large Cities

THE infant death rate in St. Louis in the past year was the lowest of any of the large cities, according to Max C. Starkloff, Health Commissioner, who has just made public his annual report. "With only 66 deaths out of 1000," says Starkloff, "St. Louis has regained the lead which she lost in 1923, due to whooping cough and measles that caused many fatalities. No other city of the same size or larger can equal us on this showing. The average rate of death throughout the United States was 76 per 1000."

The general death rate of this city in 1924, according to the Health Commissioner, was

13.5 per 1000, which compares favorably with other municipalities. In the matter of contagious diseases, it is shown there was a 40 per cent reduction. Typhoid fever, which often is hard to cope with, has been reduced to almost a negligible factor here. In 1894 the figures show St. Louis was losing 30 persons out of each 100,000 through this disease. In the last year only 3 per 100,000 succumbed. Last winter during the oyster scare, the Health Department here supervised all sales and made tests of each shipment before they were permitted to be distributed to the public.



Your Trip To Chicago a 6½ hour jaunt thru fragrant countryside

The rest and relaxation that goes with a few carefree hours spent in the country may be enjoyed on your next trip to Chicago. For the C. & E. I. "boulevard of steel" runs directly through fresh, green, picturesque farmlands.

The 6½ hour Day Train has all the luxuries of modern travel plus a "homey" atmosphere all its own. Observation drawing-room-parlor cars, new roomy diners, serving appetizing meals, free reclining chair cars.

LEAVE		ARRIVE	
St. Louis [Union Station]	12:13 p. m.	Englewood	6:25 p. m.
Washington Avenue	12:21 p. m.	47th Street	6:30 p. m.
Granite City	12:42 p. m.	Chicago [Dearborn Station]	6:43 p. m.

Convenient Night Service

NO-STOP SPECIAL		CHICAGO EXPRESS	
Leave St. Louis	12:00 midnight	Leave St. Louis	9:50 p. m.
Arrive Chicago	7:40 a. m.	Arrive Chicago	7:00 a. m.

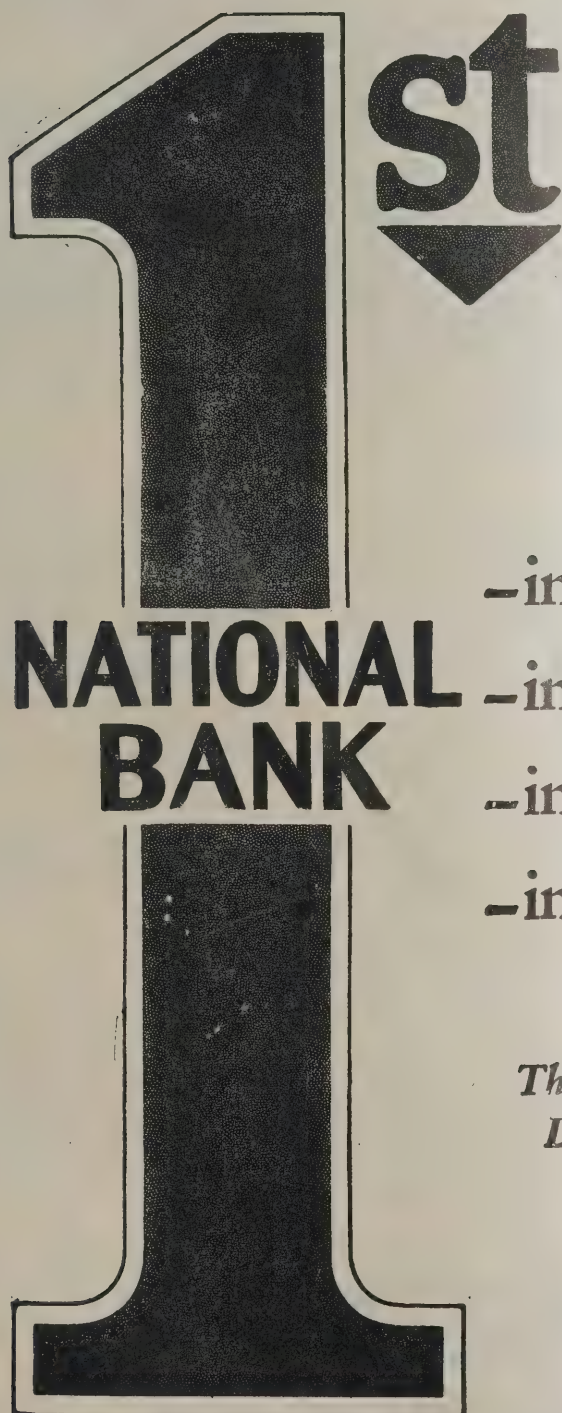
For reservations and information apply

City Ticket Office, 322 North Broadway, Phone Olive 7200, or Union Station
J. R. A. Ziegenfuss, G. A., C. & E. I., 452 Pierce Bldg., 112 North 4th Street, St. Louis

C. & E. I.

(Chicago & Eastern Illinois Ry.)

The "Noiseless Route"

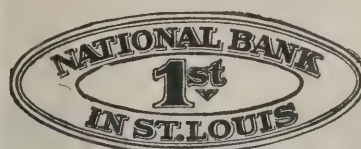


*Everything
the Name Implies*

“FIRST”

- in Capital and Surplus
- in Deposits
- in Resources
- in Service

*There Are Many Things St. Louis'
Largest Bank Can Do For You*



Broadway—Locust—Olive

How Firms May Guard Pay Rolls From Losses

SINCE the Police Commissioners have withdrawn patrolmen from duty as guards for pay roll transfers, the question arises as to what may be done to minimize the losses from holdups. There are several things worthy of consideration:

First. Many firms that pay weekly might pay every other week, or twice monthly. This is simply a matter of readjustment and, after the employee gets accustomed to it, he usually likes it better.

Second. There are firms that now pay semi-monthly that could pay monthly, on the same theory.

The above two items would tend to cut in half the number of chances for pay roll robberies.

Third. Where weekly payments can be made by check instead of cash, that naturally reduces the liability to loss, but each check, of course, has to be cashed, and, if the neighborhood grocer attempts to carry enough cash for this purpose, his liability is at once increased. Some firms pay their higher-grade employees by check, while the others, including ordinary labor, are paid in cash.

Some firms have adopted the plan of issuing checks like the A. B. C. Travelers' Checks, where the employee is required to attach his signature on the face of the check, in a space provided, at the time the check is given him. This employee then could take his check to any bank and, by making a duplicate signature, can cash it.

Fourth. Another good thing would be to "stagger" the weekly pay roll day. At the present time, about 70 per cent of the weekly pay rolls are paid on Saturday. Why couldn't

arrangements be made for some firms to change this date to Monday, some to Tuesday, Wednesday, etc.? It would only require that a partial week be paid, say, from Saturday to Wednesday, and then thereafter the pay day would be on Wednesday.

There has been a movement started by one or two secret service firms to work out a plan to furnish two armed guards for each pay roll trip, for a small fee running from \$3 to \$5. If these weekly pay roll dates were staggered in this way, it would make it easier for them to build up the machinery for this purpose, because the trouble now is that they would have to have 70 per cent of their week's work done on one day, and nothing for a part of their force on the other days.

Changing the pay roll date from Saturday to some other day would really, be of assistance to the retail establishments. Entirely too often does the pay money received on Saturday have too good a chance to get lost or dissipated before Monday. If a man got his pay on Tuesday night, or Wednesday night, and had to be back to work next morning, there are many cases where the housewife would have more money to spend, and go down to the store and buy the things she needs next day.

Any firm that wishes to can get a license for three or four of its employees as special watchmen. These watchmen can guard the pay roll just as well as a uniformed policeman. However, if any firm wants to put a brilliant uniform on such a watchman, all they have to do is to buy it. It would seem, however, that, if the proper men were selected, they could guard the pay roll better without the uniform than with it.

New York Sun Praises Municipal Opera

THE New York Sun, commenting upon the work of the Municipal Theater Association of St. Louis, has the following to say:

"The city of St. Louis has often been praised for its artistic enterprise in conducting a season of operetta under municipal auspices during the summer months. The performances of the Municipal Theater Association, which are held in the open-air playhouse in Forest Park, have for several years yielded some profit to the public instead of ending in a deficit, the usual outcome of civic experiments with the arts. The productions are commonly confined to operetta, although there is this year an observable tendency to undertake more ambitious musical works.

"'Martha' and 'Cavalleria Rusticana' are popular works that figure in the repertory of nearly every opera house. There is no ground for criticism of such unique specimens of comic opera as 'H. M. S. Pinafore' and 'Ruddygore', which have been selected to represent Gilbert and Sullivan. In the list of light musical performances 'A Night in Venice', by Johann Strauss; 'The Count of Luxembourg', by Franz Lehár, and 'Mlle. Modiste', by Victor Herbert, are creations of high merit in music and in comedy.

"Atlanta is preparing this summer to follow the example of the St. Louis Municipal Theater Association in giving its performances of operetta under civic direction. The choral singers in St. Louis are residents of the city. They master their tasks in the winter months. Many members of the orchestra also play during its season in the city's Symphony organization. The home-grown nature of the organization and the effect of its best influences among the people of St. Louis make this enterprise useful."

The Friend and Ally of Your Family

THE ready availability of your executor and trustee may some day be a matter of vital concern to your family and to other beneficiaries under your will.

When you name the St. Louis Union Trust Company in your will, your heirs can always, through our officers, maintain close personal contact with us.

We cordially invite you to bring our officers into touch with your beneficiaries now. You may thus establish relations which, even after

our duties are discharged, will prove of lasting benefit to your heirs.

If at any time your family or financial conditions change, and your will is revised, call on our officers and place them in a position of sympathetic understanding of the provisions of your new will.

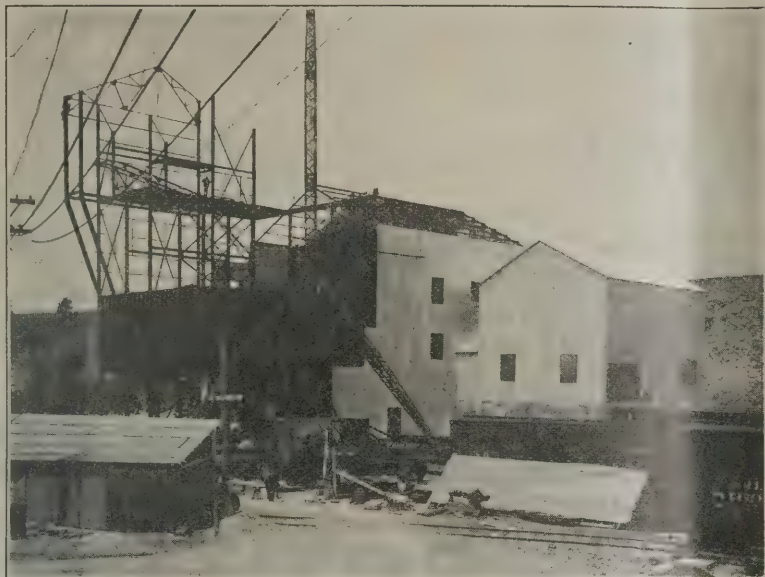
Our booklet, "Safeguarding Your Family's Future", suggests ways by which you can ally your family with our facilities. It may be had upon request.

ST. LOUIS UNION TRUST CO.

BROADWAY AND LOCUST

Affiliated with First National Bank

TRUST SERVICE
EXCLUSIVELY



Columbia Quarry Co. Plant

Patterns against the sky—

Standing on the ground under the partially built plant of the Columbia Quarry Company, one can see patterns against the sky that are startling testimony to engineering skill. The Mississippi Valley Structural Steel Company takes pride in this achievement of their engineers and erection forces because there were many complicated problems to be solved from the first.

In addition to structural steel, we furnished and erected bins, chutes, hoppers, stairs, railings, corrugated iron sidings and roofing.

It is another example of the recognition we are receiving for our ability to furnish all metals and all service from one source.

MISSISSIPPI VALLEY STRUCTURAL STEEL CO.

Owning and operating plants at St. Louis, Missouri, and Decatur, Illinois.
St. Louis plant located at 3117 Big Bend Road.

C. & E. I. Has New Noon Train to Chicago

THE Chicago & Eastern Illinois Railway has inaugurated a new noon train to Chicago leaving St. Louis at 12:13 noon, arriving Chicago 6:43 p. m.

The equipment from 'smoking car' to observation car is all steel. The smoking cars are finished in handsome black Spanish leather, the ladies' coach in gray leather with extra wide seats and the latest in lighting devices. The reclining chair cars are finished in gray tapestry, with battleship gray walls and ceiling, electric fans as well as large windows with full copper screens and the latest in ventilating and lighting systems.

The floors in these cars are of six-inch concrete over steel girders making a smooth riding car. The Parlor Cars are finished in gray velour and the carpets are of old rose and blue making a very pleasing picture.

The observation deck is extra wide with full plate glass windows giving unobstructed view from the interior of the car.

Love-Johnson Open New Ford Agency

WILLARD N. LOVE, who for some time was salesmanager of the Johnson Automobile Company, and William R. Johnson, formerly of the Ford Motor Company's St. Louis Branch, have been appointed Ford dealers and have opened extensive quarters at Union boulevard and Natural Bridge avenue. In conjunction with the salesrooms, the new firm, the Love-Johnson Motor Company, is operating a completely equipped service station. Mr. Love is president of the new firm.



St. Louis Costume Co.

507 N. BROADWAY

COSTUMES and WIGS FOR

Masquerades and Theatricals

Phone, Main 1101 Third Floor

FRANK J. HERBERS, General Mgr.

Official Costumers
for the

German Theatre
Woodward Players

St. Louis Municipal Opera Co., Etc.

Ernst & Ernst Issue Booklet On Budget Control

"Budget Control" is the title of an instructive booklet compiled and distributed by Ernst & Ernst and disclosing the extent to which budgeting can be made effective in strengthening and enlarging the business of the average firm.

While it is generally recognized that budget control is a potent force for the conservation of the resources of business, since it regulates the spending of money within the confines of of income, this booklet gives the reader a broader appreciation of the tremendous saving effected through intelligent effort, founded on a well ordered plan. Progress under budget control is limited only by the facilities of the budgetor, and how this may be attained is explained in detail in the book.

National Gasoline Production Records Broken in March

The largest monthly production of gasoline in the history of the country, 853,574,214 gallons, was recorded in March, states the Department of the Interior in reviewing figures compiled by the Bureau of Mines. The production of gas and fuel oils, amounting to 1,204,000,000 gallons, represents a new record figure, while still another record was attained in the production of lubricants, which totalled 118,000,000 gallons.

While a new monthly record was achieved in gasoline production, the daily average production of this commodity, 27,534,652 gallons, is a decrease from the record February figures of 700,000 gallons per day, or 2.5 per cent. Domestic demand for gasoline in March amounted to 620,635,551 gallons.



Six Essentials

THERE are six things you should demand from the gasoline you buy.

First: Ability to make the motor start instantly.

Second: Ability to make the motor pick up quickly.

Third: Ability to make the motor accelerate smoothly.

Fourth: Ability to make the motor deliver maximum power and maximum speed.

Fifth: Ability to carry your car at the least cost per mile.

These five essentials have been discussed in previous issues of this journal. In this issue, we call particular

attention to the sixth essential, the importance of which is recognized by every automotive engineer and mechanic.

The SIXTH ESSENTIAL: That it shall be available wherever you go and always the same wherever you buy it.

A moment's thought and the reason why uniformity and availability are essential becomes apparent—gasoline is mixed with air as it goes through the carburetor into the engine cylinders and the carburetor is, or should be, so adjusted that it admits exactly the right amount of gasoline.

RED CROWN GASOLINE

is uniform. When you use it exclusively you need make only one adjustment of the carburetor to be assured of getting the greatest power and mileage from the fuel consumed. Manifestly, changing gasoline or using a brand of gasoline which is not uniform necessitates frequent carburetor adjustments. This is both costly and wasteful.

Red Crown gasoline is refined with the greatest care and it possesses the six essentials of good gasoline. In countless road tests and in actual daily service it consistently and continually proves its superiority. It is the most efficient, most satisfactory and most economical motor fuel on the market. A metered measured test in your own cars and trucks will prove it.

STANDARD OIL COMPANY

(INDIANA)

314 N. Jefferson Ave.

St. Louis, Mo.



One twentieth of the entire world's supply of coal is mined within a hundred miles of St. Louis.



Close association with St. Louis affairs and thorough understanding of local conditions qualify us to handle St. Louis business for banks, trust companies, corporations and individuals to best possible advantage.

Mercantile Trust Company
Member Federal Reserve System  *Capital & Surplus Ten Million Dollars*
EIGHTH AND LOCUST - TO ST. CHARLES
SAINT LOUIS

St. Louis Credit Men Open Drive For Fund to Fight "Crooks"

UNDER auspices of the St. Louis Association of Credit Men, a campaign to raise a fund of \$100,000 has been started here, as part of a national campaign of the credit men's national organization to minimize losses to business firms, caused by dealings with "commercial crooks". The money raised will be spent in apprehending and prosecuting those types of "crooks". Campaigns are being conducted by the credit men of every large city and it is expected an aggregate fund of \$4,000,000 will be raised.

The campaign has been endorsed by the St. Louis Chamber of Commerce and J. Harry Tregoe, secretary-manager of the National Association of Credit Men, who has done notable work in convicting proprietors of fraudulent firms who, by various means, mulcted honest firms of considerable amounts of merchandise or money, recently addressed a joint luncheon of the St. Louis Credit Men and the St. Louis Chamber, at which he told of some of the work his organization is doing.

A statement issued by the National Association, calls attention to the gravity of the situation, as follows:

"Disastrous indeed to legitimate business are the ever increasing swindling rings of crooked lawyers, business pirates, depraved politicians and office holders, gun-men and tricksters, that have sprung into being and are forming in greater numbers each year. These organized gangs are headed by master criminal brains who direct the smaller operators through successful thefts, and who, if their conspirators fall into the hands of the police, are able to get them out of trouble or at least get them very light sentences when convicted.

"Through the machinations of these criminal

rings hundreds of profitable bankruptcies are staged every year, and hundreds of merchants, who otherwise might have remained honest and industrious are corrupted and become confirmed criminals. These gangs will pick out a merchant who is doing just fairly well in his business, and proceed to break his heart and his courage. Through politics, unfair methods of competition, and persecution they will drive him to distraction and put his business on the verge of bankruptcy. Then, when he feels that he is ruined and life holds nothing for him but failure, they will suddenly appear in the open and lay a tempting plan before him by which he can turn his apparent losses into huge profits—with laws violated and the man thereafter under dominance of the crooks."

John C. McKee Now Member of Membership Committee

John C. McKee, of the Great Southern Savings and Loan Association, Arcade Building, recently became a member of the Membership Committee of the Chamber of Commerce. Mr. McKee came to St. Louis from Springfield, Mo., the home office of his firm, to supervise the company's business in this district. In Springfield, Mr. McKee was a member of the Board of Governors of the Chamber of Commerce and was active in the work of other civic and business organizations. Since he has assumed charge of the St. Louis office, there has been a considerable increase in the volume of business being done by the association in the St. Louis district.

The
WINKLE
TERRA COTTA
COMPANY
Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

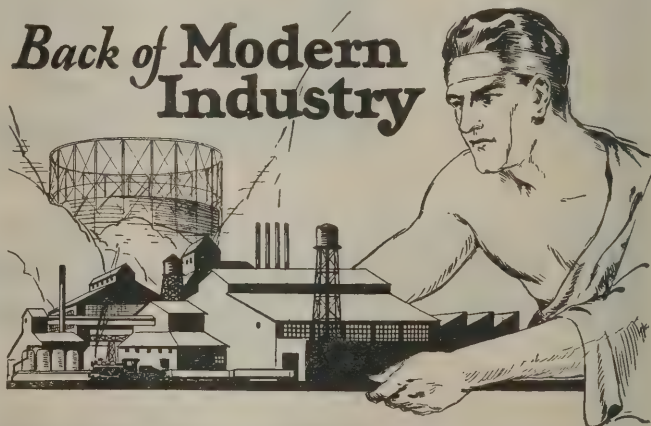
502 Century Building
ST. LOUIS, MO.

GAS

the Super-fuel

HUNDREDS of St. Louis manufacturers have solved their fuel problems by burning Gas, the all-heat fuel. In treating and reshaping steel, heating rivets, baking cores, enamel and japan—in ceramic work—in practically every industry where heat is needed, gas is used, and the product is superior.

Back of Modern Industry



Gas is clean—sootless, smokeless; ready at all times, in any quantity, under your control. You pay for it *after* use, not before. *Let our heating engineers help solve your fuel problem.* Call, write or phone.

Make St. Louis a Smokeless
City Burn GAS

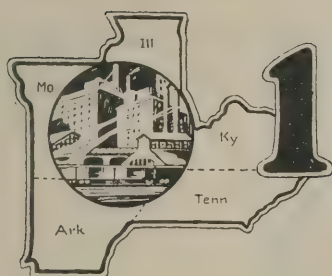
The LACLEDE Gas Light Company

OLIVE AT ELEVENTH • ST. LOUIS
Industrial Department • Central 3800

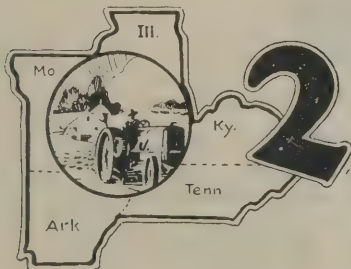
"The Laclede sells gas cheaper than any other American company making all its own gas"

Five reasons

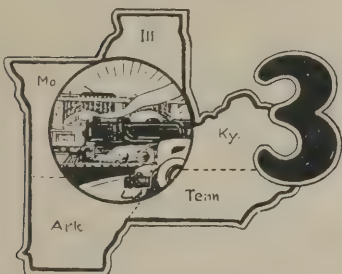
for "good business always"
in *The 49th State*



The wide diversity of industries insures economic stability. The 49th State is both a producer and a converter of raw materials. A world leader in many lines. Steady employment. Wealth well distributed.



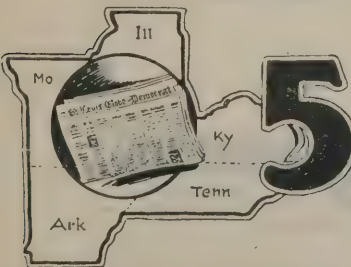
Here is one of the richest agricultural districts in the world. A many-crop region—not dependent on any single crop. Big producer of corn, wheat, fruit, poultry, live stock.



Accessible . . . St. Louis, the metropolis, is overnight from 16 outside states. The center of the nation, served by a net work of railroads, interurban lines, and highways. . . . And traversed by our greatest rivers.



More than 40,000 retail outlets serve the people of the 49th State. Live, aggressive, commercial organizations. . . . With sound, well-established banking institutions.



. . . . And one great newspaper influences this entire district. For news and views, and as a buying guide, the St. Louis Globe-Democrat is the great monitor of The 49th State. How natural that this market should rank so high.

Eight Conventions Here During Next Month

EIGHT conventions to be held in St. Louis during June are announced by the St. Louis Convention and Publicity Bureau, as follows:

Association of Operative Millers.....	June 1-6
American Association of Cereal Chemists.....	June 1-6
Winchester Simmons Clubs of Missouri.....	June 3-4
Sigma Iota Chi Sorority.....	June 5-7
International Association of Display Men.....	June 15-18
Twelfth Engineers Association.....	June
Mo. Association of Prosecuting Attorneys.....	June
United Ancient Order of Druids, Grand Grove of Mo.....	June

Missouri Pacific Plans Additional Double Tracks West

Immediate construction of thirty miles of additional double track between St. Louis and Jefferson City on the Missouri Pacific is announced by L. W. Baldwin, president of the Missouri Pacific System Lines. The contract for the construction work has been let and grading and other work in connection with the project is to be started within the next few days. The approximate cost of this work is estimated at \$2,000,000. This is a part of a program under which the Missouri Pacific expects, within the next three years or so, to complete double tracking the lines from St. Louis to Kansas City at a cost of about \$15,000,000.

The thirty miles to be completed this summer consists of four separate stretches. The longest is a distance of 18.85 miles from Isbell to Gasconade. One stretch will extend a distance of 4.87 miles, about half of the distance in each direction from Berger. One part of the work is from Allenton to Eureka, a distance of 2.63 and the other is a distance of 3.65 miles from the Moreau tunnel to the town of Osage.

Constantly increasing traffic has made this improvement necessary, Mr. Baldwin said. The Missouri Pacific line from St. Louis to Jefferson City is declared by well-informed railroad men to be one of the busiest pieces of single track in the United States. An average of twelve through passenger trains, six in each direction, and twenty-four through freight trains, twelve in each direction, use this line every twenty-four hours.

Two Large Firms Take Space In Planters' Building

The Muckerman and Cushman Insurance Agency, now located at 120 N. Fourth street, leased the storeroom at northwest corner of Fourth and Pine streets, formerly occupied as the dining room of the Planters Hotel. The new quarters will give this agency 4,500 square feet and because of the extra high ceiling in the first floor of the Planters Building, which allows for a large amount of balcony space, their requirements should be met for some time.

The Homestead Building and Loan Association, now located in rooms 435 to 437 of the Planters Building, a recently incorporated concern, has leased the storeroom immediately south of the new Fourth street corridor, due to expansion of business.

Another tenant taking ground floor space is Love, Van Riper and Bryan, Investment Bankers, located at 406 Pine street, immediately east of the Pine street entrance. This concern was formerly located in the Bank of Commerce Building, and because of expansion in its business was required to seek ground floor quarters.

W. M. LEDBETTER
P. E. BURTON

"We Serve Your Needs"

M. B. MARSHALL
W. R. JACKSON

LEDBETTER, BURTON & MARSHALL

Public Relations Counselors

PUBLICITY
ADVERTISING

FINANCIAL CAMPAIGNS
ORGANIZATION WORK

Campaign Directors for Hospitals,
Commercial Organizations, Schools,
Churches and other social agencies.

MEMBERS—ST. LOUIS CHAMBER OF COMMERCE

1508 Federal Reserve Bank Bldg., St. Louis, Mo., Tel.—Olive 1684



Like the Mother Ship of a Great Fleet

CITIES, states, and whole sections of the nation grow and prosper in proportion to the degree of progressiveness exercised by the big banks in their financial centers.

In the development of the vast territory of which St. Louis is the metropolis, the National Bank of Commerce has played an important and constructive role for the past sixty-eight years.

This bank has ever employed its large resources in the wise creation and promotion of this section's agriculture, manufactures and commerce.

With correspondent banks in practically every community in the St. Louis territory, "Commerce" stands like the mother ship of a great fleet, always ready with any service that will further the best interests of sound finance and industry.

The National Bank of Commerce
with which is affiliated the
Federal Commerce Trust Company
Investments
BROADWAY
in Saint Louis
Commercial, Savings, Trust, Foreign,
Safe Deposits
OLIVE TO PINE

Employees of Missouri Pacific System Lines Noted for Their Courtesy

TRANSPORTATION service is the only commodity the Missouri Pacific System Lines produces and has for sale. Production of the very best possible service is, therefore, the abiding ambition of every employe of these lines.

Missouri Pacific System Lines' employes welcome opportunities to be of personal service to shippers and travelers. If you want assistance in selecting a route for travel or shipment—if you want a rate quoted; in short, if you want any information we can get for you, any Missouri Pacific System Line man or woman will gladly assist you.

The motto of the entire organization is: "Whenever anyone asks for anything, try to find a way to give what is wanted."

Our station employes and train crews are famous throughout the country because of their uniform courtesy and spirit of helpfulness. Our dining-car service is daily commended by virtually every patron who uses it.

Trainmen and Enginemen in freight and passenger service are especially proud of their performance. They enjoy the satisfaction of providing a brand of service that causes shippers and travelers universally to commend our efforts to please.

The System Lines are providing adequate equipment—both motive power and cars—and the physical property, road bed, stations, etc., is being constantly improved. These efforts of management and men are enabling the Missouri Pacific to establish a standard of excellence in the production of transportation that is coming to be nationally recognized.

I solicit your co-operation and suggestions.



President

Missouri Pacific Railroad Company
Gulf Coast Lines
International-Great Northern Railroad Co.

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. Costs but \$16.00 per year. **Can you afford to be without it?**

If any kicks, tell the TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Stimmons Hardware Co.

Your co-operation will help to maintain prompt, regular **freight service** on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

Personnel of Good Will Tour

(Continued from Page 6)

Investments: Whitaker & Company, H. H. Todd, Special Representative, and O. E. Deichman.

Lace and Embroidery: Morisse Lace & Embroidery Company, Fred H. Eilbracht, Special Representative.

Life Insurance: New York Life Insurance Company, George Ravold, Special Representative.

Merchants Exchange: St. Louis Merchants Exchange, Charles Rippin, Secretary-Traffic Commissioner.

Millinery: Levis-Zukoski Mercantile Company, Eugene Stern, Special Representative; Rosenthal-Sloan Millinery Company, A. G. Osterholm, Credit Manager.

Neckwear: Hurst-Zucker Neckwear Company, H. H. Zucker, President, and C. W. Dwyer, Special Representative.

Newspapers: St. Louis Globe-Democrat, Douglas V. Martin, Jr., Manager of Publicity; St. Louis Post-Dispatch, J. A. Arnold, Special Representative.

Paper: Graham Paper Company, R. D. Reynolds, Department Manager.

Publications: The Drygoodsman, A. C. Smith, Associate Editor.

Rubber: United States Rubber Company, O. W. Westermann, Manager, Clo. and Ftwr. Dept.

Sales Managers' Bureau: St. Louis Sales Managers' Bureau, Scott R. DeKins, Secretary.

Seeds, Wholesale: D. I. Bushnell & Co., E. Robert Pommer, Special Representative.

Shirts, Wholesale: Elder Manufacturing Company, Julius Rosenberg, Assistant Sales Manager.

Shoes: Brown Shoe Company, R. D. Corlett, Special Representative; Central Shoe Company, W. H. Ogden, Sales Manager; Endicott-Johnson Corporation, I. J. Brueggeman, Manager Sales Promotion; Friedman Shelby Shoe Company, C. C. Williams, Sales Manager; Hamilton-Brown Shoe Company, Chas. P. Ladd, Special Representative; Johansen Brothers Shoe Company, E. W. Kaltenbach, Special Representative; McElroy-Sloan Shoe Company, Dan A. Honig, Special Representative; Peters Shoe Company, Fred Vogt, Assistant Sales Manager; Rice & Hutchins St. Louis Shoe Company, L. K. Kane, Secretary; Roberts, Johnson & Rand Shoe Company, Carlos Reese, Jr., Northern Sales Manager; Wohl Shoe Company, E. W. Herchenroeder, Credit Manager.


Stoves and Ranges: Majestic Manufacturing Company, C. F. Jacobsmeyer, Adv. Mgr.

Telegraph: Western Union, G. M. Horton, Superintendent.

Telephone: Southwestern Bell Telephone Company, August F. Eyerman, District Manager, and Shields Smith, Division Com. Superintendent.

Typewriter: Remington Typewriter Company, W. F. Held, Manager.

The delegation will be headed by Wm. Findly, Phil A. Becker, Chairman; and Scott R. DeKins, Secretary; Joseph B. Kleinhauser, Second Vice-Chairman of the Sales Managers' Bureau and F. W. A. Vesper, former President of the St. Louis Chamber of Commerce.



al or
Chantilly
laces.

Everything's lace this year—
Get yours from the LACE HOUSE

Morisse ^{Lace &} *Embroidery* Co.

1627 Washington Ave. St. Louis

Nugent's



Mauran, Russell & Crowell, Architects

B. NUGENT & BRO. DRY GOODS CO.
ST. LOUIS, MO.



A. B. Groves, Architect

I. S. Taylor, Architect

MERCANTILE TRUST CO. BLDG.
ST. LOUIS, MO.

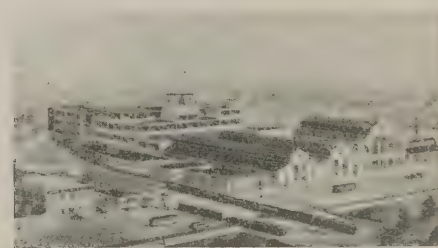


Wessbecher and Hillebrandt, Architects

ALTON CATHOLIC ORPHANAGE
ALTON, ILL.




WESTERN CARTRIDGE CO. PLANT
EAST ALTON, ILL.



Klipstein and Rathman, Architects

EAGLE PICHER LEAD CO. PLANT
EAST ST. LOUIS, ILL.

WIMMER
CONTRACTING  **COMPANY**

Constructors of the Above Buildings

In dealing with advertisers, please mention "Greater St. Louis".

Advertising Campaign

(Continued from Page 10)

in a national campaign. El Paso, Tex., spent \$152,000 in 1924. Cincinnati will spend \$500,000 in the next three-year period.

"The activities of these cities remind us of the competition from other centers. We must show continued progress and maintain our supremacy. The 1925 advertising campaign

Comment on Ad Campaign

THE Joplin, Mo., "Globe", commenting on the Municipal Advertising, stated in its lead editorial recently:

"Should a community advertise? You may not be convinced, but the members of the Chamber of Commerce of St. Louis are.

"St. Louis was one of the first cities in the country to try municipal advertising out of regularly collected tax funds. Last year a total of \$70,000 was spent in this manner. Most of it went for advertising space in national publications, and in newspapers in New York City and in the trade territory of St. Louis. Space was used in 148 newspapers in 100 cities in 19 states.

"Results? Well, inquiry answers to the ads came from England, Canada, India, Mexico, Brazil, New Zealand, Cuba, France and Hawaii, in addition to the many received from points in the United States.

"Tangible results? The report of the Municipal Advertising Committee states that fifty-one new industries, in ten different lines of business, were brought to the city. When the advertising was started, five years ago, a survey showed St. Louis needed factories in sixteen more lines of business before it could be considered a well balanced industrial center. Today, ten of these sixteen needed lines are represented.

"What's more, hundreds of the inquiries came from people looking for a good residence city, and when the queries were followed up by the Chamber of Commerce the result, in many cases, was to bring new citizens to the Missouri metropolis.

"Community advertising is growing in the United States, because its worth has been proved. Last year it is estimated more than three million dollars was spent this way, and the amount will be greater in 1925."

fund is now being raised through the Chamber of Commerce. Last year there were 547 contributors. This year we want to double that number and make the fund more representative of the community at large.

"Now that everybody realizes St. Louis has crossed the threshold of its greatest development, let's all put our shoulder to the wheel and continue the municipal advertising fund in a bigger way."

A Mark for Your Protection—A Guide for Your Selection



Meyer Brothers Drug Company

ST. LOUIS

Established 1852

NEW ORLEANS

The Largest Drug House in the World



A Classic On
The Welte-Mignon
in
The Baldwin
Reproducing Piano

will be prized by every lover of music, no matter in what channel his musical tastes run—it is melody itself.

Now that summer is here and it's too hot to go to the theatre—or any other place, you'd find life worth while—if you could jump into your car for a nice, cool ride, then come home and hear some good music through your wonderful

Welte-Mignon

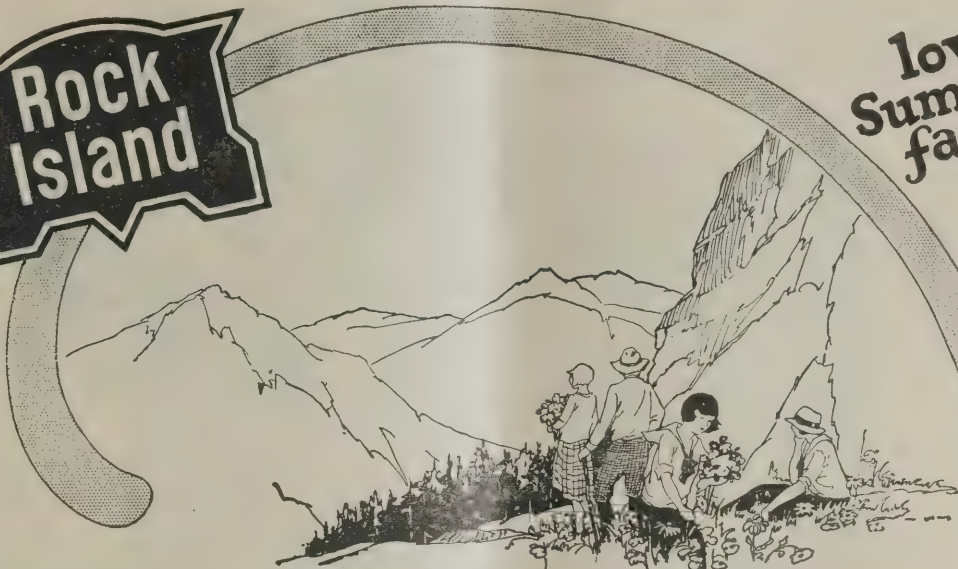
Convenient terms may be arranged—your present piano accepted in exchange.

The Baldwin Piano Company

1111 OLIVE STREET

**Rock
Island**

**low
Summer
fares**



forget everything for a while in the

Colorado Rockies

There's an enchanted mountain region so intense in its varied interests that those who enter it can think only of to-day. It's Colorado Springs and the Pikes Peak Region.

Scenery—the most marvellous in all creation! And air—the sweetest, clearest, purest, fairly tingling with vitality!

You step from the luxurious COLORADO FLYER, full of anticipation, though lacking just a little perhaps in the pep necessary for the complete enjoyment of all your surroundings.

Then—in a day or two—a change comes over you. Everything is so radically different, so delightfully unique. It's a land that makes your shoulders snap back and your chest expand. You find yourself under the shadow of Pike's Peak, eager to explore the Cave of the Winds, Garden of the Gods, Cripple Creek, Cheyenne Canyon, Seven Falls, eager to take in the many sight-seeing trips, trails, motor highways—in a new environment. Rest in Colorado. Why not? We'll show you how you can spend a two weeks vacation there for as little as \$120.

All Rock Island trains stop at De Baliviere Ave. [Forest Park] Station.

Rock Island Travel Bureaus will help you to make the most of your vacation tour.

**FREE
BOOKS**

Illustrated booklets, maps, resort list and
full information on request.

City Ticket Office, 320 N. Broadway, Phones Olive 7985, Main 2900;
or De Baliviere Ave., Station. Phone Cabany 4504, or Union Station
Phil. A. Auer, Asst. Genl. Pass'r Agt., Rock Island Lines
817 Chemical Bldg., Main 2900, St. Louis, Mo.

Direct line to either Denver or Colorado Springs

DENVER

COLORADO SPRINGS

KANSAS
CITY

ST. LOUIS

**Rock
Island
Lines**

Horse Show at Barracks June 5, 6 and 7

JUNE 5, 6 and 7 are the dates set for the Fourth Annual Military and Civilian Horse Show to be held at Jefferson Barracks, which, owing to the discontinuance of the downtown show, is to be the only affair of its kind in St. Louis this year. More than half of the boxes for the event already have been taken.

The box holders include: A. A. Busch, Webster Tilton, King Kaufman, A. A. Busch, Jr., J. Gates Williams, L. N. Rumsey, Col. Stone, T. W. Garland, Adolphus Busch, III, Col. England, H. J. Sternberg, A. N. Engle, Dr. W. H. Gadsby, W. D. Simmons, J. B. Sickles, Saddlery Company, Edw. Lemp, J. A. Corbitt, H. H. Laumeier, B. M. Murphy, A. J. Donnelley, R. W. Brown, Fred Holekamp, Col. Paul Brown, Phil Fox, A. C. Prante, P. DeC Ball, Arnold Stifel, Mrs. Roy Barnsback, W. R. O'Fallon, Edw. L. Bakewell, C. R. Kalb, Jos. Rankin, P. S. Medart, Col. A. T. Perkins, Genl. Geo. H. Harries, E. B. Stinde, Dr. H. W. Soper, Rolla Wells, Palmer Clarkson, R. J. Ambruster, E. L. Musick, W. W. Krenning, C. P. DeLore, E. J. Medart, G. L. L. Davis, E. J. Walsh, L. Wade Childress, Paul Bakewell, Jr., Geo. W. Stewart, C. N. Whitehead, Ben S. Lang, Dr. R. B. R. Gradwohl, J. S. Bemis, Carl Baer.

The setting for the show is an ideal one, as Jefferson Barracks is one of the beauty spots of St. Louis. The historic old post with its green parade grounds, huge trees, and old army buildings presents the horse in his natural environment and the different military events scheduled as part of the show adds greatly to the entertainment.

The show will start with a parade of the regiment, and retreat parades are to be held each day at the close of the show. The usual supper and dance will be held on Saturday evening. Boxes are to be arranged around the ring in two tiers decorated with the Green and White of the St. Louis Riding Club and the Blue and Gold of the Army Polo Club. All boxes are to be covered.

Members of the committee in charge of the event are: Capt. H. L. Harries, Chairman; P. S. Medart, Capt. H. L. Egan, A. A. Busch, Jr., Capt. W. H. Dean, E. L. Bakewell, Lieut. R. M. Burrowes, A. N. Engle, Fred Holekamp, T. W. Garland, E. B. Stinde, Martin Lammert, J. A. Corbitt, and Lieut. R. C. Akins. Walter Palmer of San Jose, Cal., and "Hub" Buckner, of Erlanger, Ky., two of the best known horsemen in the country, will act as judges of the various events.

Foreign Contracts For St. Louis Firms

THE Public Works Construction Company, Century Building, was awarded the contract for 3,875 miles of 16 feet gravel paving on the Sainte Genevieve-Sainte Maries road in Sainte Genevieve County, Mo., by the Missouri State Highway Department. Their bid was \$168,395.33.

The Moreno-Burkham Construction Company, Syndicate Trust Building, was awarded the contract for asphalt paving, curbs and gutters in the West Mountain Improvement District of Fayetteville, Ark. The contract price is \$8508.50.

Murch Brothers Construction Company, Railway Exchange Building, has the contract for the erection of \$1,500,000 neuropsychiatric hospital to be built on a government-owned site at the Great Lakes Naval Training Station, Ills. The hospital will be the very last word in hospital construction and will be fire-proof throughout. Construction will get under way immediately.



TRAINING for Service

KEEPING PACE with America's telephone needs means keeping ahead. The work of preparation never ends.

There must be complex engineering studies, careful financing plans, and thousands of manufacturing operations before new facilities can be built and made ready for public use.

And when they are ready, the workers must also be ready, skilled in the multitude of tasks incident to the operation and maintenance of telephone plant and equipment.

In every important center in the country, new members of the telephone forces are in continuous training, preparing to meet tomorrow's telephone needs.

For your telephone system is a living, growing organism. Last year 836,163 telephones were added to its national service. Millions of miles of wire interlace the continent, to interconnect your telephone with nearly 16,000,000 others. Tomorrow there will be more telephones, for the nation demands and expects them.

SOUTHWESTERN BELL TELEPHONE COMPANY

THE BELL SYSTEM IN MISSOURI



UNITED FOR THE NATION'S NEED

Magnificent \$5,000,000.00 Building That Will Display Manufacturers' Goods to World Buyers



How St. Louis Manufacturers Can Get World Trade Easily

The International Trade Exhibition, organized at New Orleans, second port of the United States, port of the Valley to the World, will bring buyers from all over the world to New Orleans. It will particularly appeal to buyers from Central and South America. Leading European Manufacturers, as well as the largest American Manufacturers are taking space in the exhibition building to show their merchandise.

The International Trade Exhibition is a permanent world mart. It is open all the year around and is not to be confused with temporary exhibitions established for the purpose of sampling or to invite general crowds to visit it. The International Trade

Exhibition was organized for business men and buyers and is a place where manufacturers can create sales at the lowest selling expense.

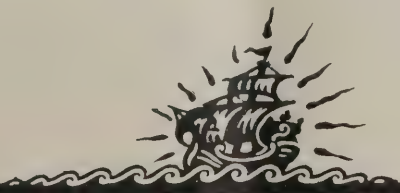
The largest part of the money received by the exhibition management is to be used for advertising the exhibition and for inducing buyers to visit it. The International Trade Exhibition has the endorsement of the Congress of the United States, many leading trade bodies, and the President of the United States has invited the Nations of the world to exhibit there. The Government has loaned the exhibition a magnificent \$5,000,000.00 building, rent free.

Space in the exhibition is only \$3.00 per square foot. This is for a whole year. This price includes light, heat, telephone service and limited stenographic service. Write today for full information.

INTERNATIONAL TRADE EXHIBITION

NEW ORLEANS

U. S. A.



In dealing with advertisers, please mention "Greater St. Louis".

Coliseum Alterations Almost Completed

THE Coliseum at Jefferson and Washington has been taken over by the New Coliseum Company, a Missouri Corporation recently organized. Alterations are now in progress, that, when completed, will transform the interior of the building, making it an auditorium, convention hall and sports arena.

One of the improvements in the Coliseum will be the installation of a big swimming-pool, about 100 by 200 feet, which will occupy practically the entire arena floor. In its appointments, decorations and sanitary features this will be one of the finest indoor swimming pools in the world.

Putting a swimming pool in the Coliseum will not preclude the building's being used for other purposes. The swimming-pool will not interfere with the use of the building as a convention hall, or for any other of the numerous purposes to which it has been adapted in the past.

For the Veiled Prophet's Ball and all other events requiring a level floor, the pool can be entirely covered with a temporary wooden flooring supported on specially constructed trestles. A similar arrangement was worked out at Madison Square Garden in New York, a building very similar to the Coliseum, and proved in every way satisfactory.

The officers of the New Coliseum Company are Theodore Crane, president; Dan W. Jones and J. Franklin Whitman, vice-presidents; Walter R. Mayne, secretary, and W. H. Brien, treasurer. These officers, together with R. King Kauffman and M. J. Pickering, compose the Board of Directors. Mr. Crane is also President of the National Arenas Syndicate, Inc.

Major M. J. Pickering, managing director of the National Arenas Syndicate, is the local manager of the New Coliseum.

Elzee Hats

We are ever mindful of the loyalty and support of the dealers in our home state, "Missouri", who have made possible our 63 years of growth and progress, and to whom we will continue to show our gratitude daily thru unexcelled merchandise and conscientious service - - - - -

LEVIS ZUKOSKI MERC. CO.
SAINT LOUIS



Artificial Flowers
for Decorative Purposes

Merchants and Display
men can get ideas
for windows and interior-
displays at our show
rooms - Your Inspection is
invited while in the Market

Grimm Lambach

905 & 907
Washington
St. Louis

Largest
in the
Southwest

BILLIKEN—



*The Wonder Shoe of the
Twentieth Century*

*The Shoe the Child
Outgrows*

Sold by
A Leading Retailer in Every City

Made only by
McELROY-SLOAN SHOE COMPANY
ST. LOUIS

WEBSTER COLLEGE

(FORMERLY LORETTO COLLEGE)

Webster Groves, Mo.

Boarding and Day School for Young Women

Delightful Suburban Situation

Spacious Fireproof Buildings

Street Car Direct From St. Louis



College Courses Leading to Degrees

Music, Art, Domestic Science,
Domestic Art, Dramatic Art and Commercial Courses

Affiliated with St. Louis University and Catholic University
State Teachers' Certificates

For Catalogue Apply to Registrar

WEBSTER COLLEGE

WEBSTER GROVES, MO.

Phone Webster 1465

Fall Term Opens September 9

Member of the North Central Association of Colleges

Missouri Association

(Continued from Page 8)

found that our state was allowing thousands of citizens to be lured away carrying with them the capital that should have been used for our own interior development. We found that Missouri products were being marketed in many localities under local labels and with no credit given to the state that produced them.

Through a campaign now in progress, The Missouri Association hopes to remedy to some extent this evil. In promoting a greater consumption of home products by Missourians, we have designed a slogan-sticker that is going to be known as Missouri's trade-mark, from the Pacific coast to the Atlantic seaboard. This little sticker in orange, blue and black, carries the slogan "Use Missouri Grown, Milled, Mined and Made Products" and it may be used on letters, envelopes, parcels or manufactured goods.

In conjunction with the columns of the press, we have found that radio publicity is one of the most effective methods of interesting our own people and those of other states in what Missouri has to offer the home-seeker and investor. Twice each month it is my privilege as general secretary of The Missouri Association, to deliver an address bearing generally upon development and progress, from the state-owned radio broadcasting station in the dome of our State Capitol Building at Jefferson City. Responses are received from all over the United States, Canada and Mexico and some of the island possessions, with inquiries about Missouri lands, industries and possibilities for investment. We have in the past two years put out hundreds of thousands of pieces of literature to these inquiries giving very valuable publicity to our state. These inquiries from sincerely interested persons who express a desire to locate with us, are carefully tabulated, mimeographed and sent out to reliable sources with the request that only the "Truth in Advertising" about Missouri be mailed out to any inquirer, and that in giving out information to possible home-seekers, they give only practical facts that will help us to secure a good class of immigration.

We are urging every citizen of the state to identify himself with the work of spreading truthful propaganda about our resources and advantages; with the completion of our great system of state-highways we believe that a wonderful era of industrial and agricultural development is at hand in Missouri.



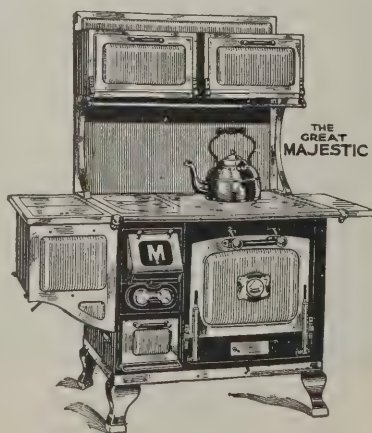
"Over ninety percent of our work is the result of carelessness" ~ Says the Fireman



Our Safe Deposit Equipment is an invaluable protection, against fire and theft, for important papers and valuables that can not be replaced. It pays to eliminate risk.

"Safe Deposit Your Valuables"

LIBERTY CENTRAL TRUST COMPANY
MEMBER FEDERAL RESERVE SYSTEM
MEMBER SAINT LOUIS CLEARING HOUSE ASSN
BROADWAY AND OLIVE



Sold by the best Dealers everywhere

The Great Majestic Range

The Range with a Reputation

When there is a real cooking job to be done, the Great Majestic Range is a tried and true friend in the kitchen. New fangled cooking methods cannot be depended upon to satisfy the appetites of hungry folks. Plenty of wholesome food, cooked on a range that gives the cook's skill a chance, and all ready when they come trooping in—that's what hungry folks enjoy.

The Great Majestic Range is built to carry the load; it has lightened the task of cooking in over a million American kitchens.

It is ready to work for you.

Majestic Manufacturing Co. St. Louis, Mo.
Great Majestic Family Ranges, Hotel Ranges and Hotel Kitchen Equipment



*Missouri Pacific Railroad Elevator, St. Louis, Missouri, capacity 2,000,000 bushels.
Completely equipped with facilities for loading grain on barges.*

St. Louis organized as a grain market in 1836.

Receipts of all grain at that time at St. Louis aggregated 5,000,000 bushels per annum.

Receipts of all grain in 1924 were over 113,000,000 bushels.

The Barge Line, on Mississippi River, since the first of July, 1924, has handled over 12,000,000 bushels of grain to New Orleans for export. This government facility enables St. Louis to compete, through the Port of New Orleans, with the water route via Chicago-Great Lakes-St. Lawrence River-Montreal, Canada, as an outlet for export grain from the western states.

Substantially cheaper transportation by Barge Line enables grain dealers to pay higher prices to country producers for grain at St. Louis.

We support all measures involving improvement of the Mississippi River and the Barge Line, believing this the most important thing that can be done to benefit the entire Mississippi Valley.

There is a continual strong demand for all kinds of grain at the St. Louis market, owing to the large volume required by the industries of St. Louis-East St. Louis. This market, in addition to being one of the most important primary grain markets of this country, is the largest live stock and poultry feed manufacturing locality, an important flour milling center, and has two glucose manufacturing industries which consume large quantities of corn. In addition to its export grain business, the St. Louis market has an immense shipping business in grain and its products to the territory south and east of it.

All of these purchasers upon the St. Louis market combine to create a strong and steady demand for all kinds of grain, grain products and hay.

Merchants Exchange of Saint Louis

Scruggs' Anniversary

(Continued from Page 13)

styles, and as a result exact reproductions of the costumes of each decade were evolved with a curiously lifelike effect.

Customers of the store were invited to participate in the celebration in a most novel manner. Each of them received, several days before the Jubilee, a package, containing a small white cake box, in which was a piece of delicious fruit cake, and an engraved invitation. Many notables, including President Coolidge and Lloyd George and also heads of great mercantile establishments throughout the world, were also recipients of these unusual souvenirs.

The diamond emblem, which was the hallmark of the Jubilee, was introduced to the public by a series of "Diamond of Renown" advertisements. Each of them dealt with the romance and adventures attending the legend of some famous diamond, such as Kohinoor, L'Etoile, Orloff, French Regent and others.

Later full page advertisements were based on Vandervoort's place in the development of St. Louis and were devoted to historical treatment. One of these, "Back in the Days of Beaver Hats and Hoopskirts", showed the institution's first store with its pioneer surroundings and attracted particular comment.

Jewels worn at court balls of generations past, costumes of a century ago, a gown which Marie Antoinette wore, fans of famous beauties and dolls of children of bygone times were included in the Loan Museum in the Music Hall.

St. Louisans of old families prominent in the making of the city turned over their treasured keepsakes and the Museum was a veritable historic record of the past hundred years in St. Louis. Furniture, handmade and so sturdy that it has stood the wear of many years, pictures of old buildings, presentation silver recalling deeds of valor, crowns worn by queens of many balls, lace mantillas and homespun blankets, a calash bonnet of 1725, a lantern Abraham Lincoln carried when he kept a store in Salem and a gold inlaid sword presented to Governor Fletcher in 1864 were assembled in the collection of more than one thousand historic articles.

The collection was in charge of Mrs. Adeline Palmer Wagoner, who is an authority on worthwhile antiques. During the exhibition, Mrs. Wagoner and her seven assistants, dressed in gowns of 1850, served as hostesses and explained the treasures to the visitors.

Other interesting events of the Jubilee were the "College Essay Contest" and the "75-Year Dinner". In the former, high school boys and girls of Missouri and Illinois were invited to write essays on the subject, "St. Louis and Scruggs-Vandervoort-Barney—75 Years of Progress". The prize awards were four-year scholarships to St. Louis or Washington Universities, the winners to make their own school selections.

The executives of all St. Louis business houses that have been in business here since 1850 were invited to attend a dinner on Thursday, April 23rd. This proved to be a most interesting and unusual event, at which were assembled the members of St. Louis' business aristocracy of diamond age.

Undoubtedly St. Louis will long remember the Diamond Jubilee of Scruggs-Vandervoort-Barney. It likewise will be remembered by thousands of our neighbors in the surrounding territory, as Vandervoorts told its Jubilee story throughout this great district.

Fidelity Transfer Company to Erect Large, New Station

A new transfer station, similar to the one now occupied by the Fidelity Transfer Company at Sixth, Seventh and Gratiot streets, but on a much larger scale, will be erected on the west side of Broadway, facing Dickson street, by the company, it is announced by Con P. Curran, president. The building will be one story and will cost between \$250,000 and \$300,000, Mr. Curran stated.



Linked Together

"You and your associates were large figures in the entire preparation, and bore the burden in planning all of the extensive publicity of our very successful Diamond Jubilee." - - Thus writes Mr. Frank Mayfield, president of SCRUGGS-VANDERVOORT-BARNEY, at the close of that company's notable anniversary event.

Of Importance to St. Louis Manufacturers

During the year that we spent in preparing Diamond Jubilee advertising, it was our privilege to study closely retail store methods. If you are a manufacturer whose products are distributed through such outlets, we have a story to tell you. We will be glad to confer at your convenience.

John Ring Jr. Advertising Co.

Merchandising and Advertising Counsel
211 North Seventh Street St. Louis, Missouri

Acceleration of Missouri's Progress Discussed by Secretaries

WAYS of promoting agricultural and industrial development were discussed by forty secretaries of Missouri chambers of commerce at their sixth annual convention held in the assembly hall of the Chamber of Commerce here.

The delegates told how Missouri is forging to the front in many lines of endeavor and explained how their own cities had brought about many improvements after systematic planning. An instance of what chambers of commerce can do was related by Jay Corby, secretary of the Carthage Chamber of Commerce. He said the commercial organizations of Jasper county recently mapped out a program of agricultural development, stressing the growing of strawberries. As a result there are now 3000 acres in berries and the county's crop this year will be worth \$500,000.

What is being accomplished in the Ozarks region was described by M. V. Carroll, secretary of the Springfield chamber. This section of the State, he said, is making remarkable progress in poultry raising, fruit growing and dairying. Grapes, tomatoes and strawberries have replaced the apple as a banner crop on many farms, he asserted.

The value that radio broadcasting has for a community was pointed out by Harry A. Scheidker, Hannibal. Addresses of welcome combined with advice on community work were given by Roy S. Rauschkolb, St. Louis, president of the Missouri Commercial Secretaries Association and by Paul V. Bunn, general secretary of the St. Louis chamber.

Other speakers at the first day session were: Harold S. Foster, St. Joseph, "Fitting the Program to the Needs of the Community"; W. W. McGuire, Carrollton, "Response to Communications"; Lawrence D. Jones, Independence, "Community Organization Service"; Frank W. Rucker, Independence, "Duty of the President of the Local Organization"; Dr. Henry S. Curtis, State Director Physical Education, "Suggestions for Community Recreation"; J. F. Leopold, of United States Chamber of Commerce, "A Bigger Business Picture".

The second day was taken up with these talks: George W. Catts, Kansas City, "Good Roads and Tourist Camps"; Charles F. Hatfield, St. Louis, "Community and State Ad-

vertising"; Harry Krusz, St. Louis, "Junior Chamber of Commerce"; George A. Pickens, Jefferson City, "National Advertising via the Missouri Association"; Homer Talbot, Jefferson City, "The Community Chest"; James A. Gibson, Joplin, "Achievements".

On the afternoon of the first day of the convention the delegates were taken on a bus sightseeing tour, following a luncheon under auspices of the Sales Managers' Bureau given at the Chevrolet plant of the General Motors Corporation. Included in the trip was a visit to the Zoo, which has been pronounced by experts as the best in the world.

Building Records of St. Louis Broken

BUILDING operations in this city for the fiscal year ending April 13, cost \$46,114,617, the largest total ever recorded in a single year, according to a report just issued by the building commissioner. Estimates for the two previous years, both record breaking periods, were \$30,962,929 for 1922 and \$40,002,831 for 1923.

Permits issued in the past twelve months totaled 14,686, exceeding the previous year by 13 per cent. Permit and inspection fees brought into the treasury \$52,289 more than was paid out in salaries to employees.



Installation of standard Medart steel shelving in the Machine Shop of a large Eastern Railroad.

One Way to Cut Your Overhead

Industrial rentals are figured on a square-foot basis, no account being taken of the stack of cubic feet above each square foot. Steel shelving converts these valuable cubic feet into convenient storage space and thereby saves much costly floor space for the more profitable work of actual production.

MEDART STEEL SHELVING

is readily adaptable to the storage of any commodities regardless of their size or weight. Simple to erect—easy to move or rearrange—the ideal storage equipment for stock room, tool room or parts department. May we send you Catalog S-12 which describes Medart Steel Shelving in detail?

Medart Steel Lockers

are furnished in a complete variety of types and are readily adaptable to any use or arrangement. Completely illustrated and described in Catalog A-23.

Standard finish on Medart steel products is two coat baked-on Olive Green or French Gray. Grained mahogany or walnut supplied on special orders.

FRED MEDART MFG. COMPANY
Potomac and DeKalb Sts. - - St. Louis, Mo.

New York

Chicago

San Francisco



Morton J. May Elected Third Vice-President

MORTON J. MAY, president of the May Department Stores Company, which operates the Famous & Barr store in St. Louis, was unanimously elected Third Vice-President of the St. Louis Chamber of Commerce, at a recent meeting of the Board of Directors.

Carl F. G. Meyer, president of the Meyer Bros. Drug Company, who has served as Second Vice-President, was elected First Vice-President, succeeding the late Melville L. Wilkinson; and Baxter L. Brown, who has been Third Vice-President, was elected Second Vice-President.

The vacancy caused on the Board of Directors by Mr. May's election to the vice-presidency, was filled by the election of F. O. Watts, President of the First National Bank to the Board.

Petitions for Appointment of Freeholders Certified

ANOTHER step toward the consolidation of territories of St. Louis and St. Louis County was taken May 6, when the Board of Election Commissioners of the city and county certified the petitions for the appointment of a Board of Freeholders filed by the Metropolitan Committee of the Chamber of Commerce through F. W. A. Vesper, Chairman.

Both sets of petitions were found to contain more than the required number of valid signatures, the excess being 3314 in the city and 529 in the county.

In accordance with the provisions of Amendment 7 to the Constitution of Missouri, adopted by the voters last November at the instance of the St. Louis Chamber of Commerce, Judge McElhinney called a meeting of the Circuit, Probate and County judges of St. Louis County, who are charged with naming the nine county Freeholders, for Wednesday, May 13. Mayor Victor J. Miller called a meeting of the Circuit judges of St. Louis, who will name the City's nine representatives.

As the law requires that the Board of Freeholders shall be named within 30 days of the date of certification of the petitions (May 6) it is evident that the work of ironing out the annexation problem will be under way by the middle of June. The Board of Freeholders will have a year in which to complete its labors. It can either recommend a consolidation of the City and County, or an extension of the present city limits, which have remained as they now are since 1876, although the actual growth of the city has extended far out into the county.

ROSENTHAL-SLOAN STYLES

never fail to sell

GOOD merchandise, skillfully styled, will sell every day in the year. Rosenthal-Sloan Gold Medal Hats interpret the fashion of the hour in a way that assures quick, constant and profitable sales.

The Gold Medal line always comprises the newest and most appealing styles. Feature these supreme creations of designers whose inspiration is Paris and Fifth Avenue and you will build your business on a solid foundation of good style.

Rosenthal-Sloan always offers a diversified and well-rounded millinery stock, unequaled for salability. Look to us for the best in finer millinery.

*Supreme
in Style
and
Quality*

Gold Medal Hats

*The Final Touch
of Smartness*

ROSENTHAL-SLOAN
MILLINERY COMPANY
SAINT LOUIS :: :: :: U. S. A.

Office Space For Rent

2000 feet of desirable space in the Chamber of Commerce Building, 511 Locust Street.

Details will be supplied upon request by James A. Troy, Assistant General Secretary, Room 708, Chamber of Commerce; Phone, Central 7565



Exceptional Package Car Service

from St. Louis to
All Important Cities

Southwest

FAST DEPENDABLE SERVICE

Local and through package cars are operated DAILY
regardless of tonnage on following schedules

To St. Charles, Mo. Same Day
To Jefferson City, Mo. Following Day
To Columbia, Mo. Following Day
To Moberly, Mo. Second Day
To Boonville, Mo. Following Day
To Sedalia, Mo. Second Day
To Clinton, Mo. Second Day
To Nevada, Mo. Second Day
To Ft. Scott, Kan. Second Day
To Parsons, Kan. Second Day
To Coffeyville, Kan. Second Day
To Bartlesville, Okla. Second Day
To Muskogee, Okla. Second Day
To Cushing, Okla. Third Day

To Oklahoma City, Okla. Third Day
To Tulsa, Okla. Third Day
To McAlester, Okla. Third Day
To Denison, Tex. Third Day
To Wichita Falls, Tex. Third Day
To Fort Worth, Tex. Third Day
To Greenville, Tex. Third Day
To Dallas, Tex. Third Day
To Waco, Tex. Third Day
To Austin, Tex. Fourth Day
To San Antonio, Tex. Fourth Day
To Houston, Tex. Fourth Day
To Galveston, Tex. Fourth Day

"Service is Service on the Katy"

C. M. T. Camp at Barracks During Summer

(Continued from Page 11)

petitive spirit permeates the camp from the first hour to the last.

There are company, battalion and camp boxing tournaments, finally a camp championship tournament in which loving cups go to the winners. These boxing shows, held nearly every other night during the closing week of camp, are the most popular feature of the entertainment program. Opportunities for tennis, volley-ball, soccer and football are offered. A track meet is an annual event. More than 120 medals, cups and trophies are awarded for athletics, shooting and other accomplishments.

Since the camps are held annually, the courses are progressive. There are four courses. The Jefferson Barracks camp will be for first year students only.

Statement to Employers

THE Citizens' Military Training Camps, which will be conducted throughout the United States this summer, are of tremendous value in training the youth of our land. One doesn't find radical tendencies among the young men who have attended these camps. Rather, a deep patriotism and love of country is instilled into these young men; and from this viewpoint alone, such an institution is worthy of the support and interest of every employer. In addition to the fine physical training which they get.

There is a young man in your organization who would profit greatly by a month in the camp at Jefferson Barracks. Won't you encourage him to attend, and help him make it possible to find the time to go? The Chamber did the preliminary work necessary to have the War Department establish the camp at the Barracks, and is desirous of making it a great success.

The Camp needs the support of the business men of the city. Assuredly it would be a fine thing if each of our firms would send one or two of their youths for this month of wonderful training.

P. V. BUNN,
General Secretary.

P. S.—Places for enrollment to enter Barracks training Camp are listed in accompanying article.

summer, but of college presidents, high school principals, governors of states and chambers of commerce.

Every possible want of the boy is cared for. He is met at the station and transported to camp by guides. His reception is all set, his company is known and his tent is known days before he arrives. Every possible form of sport, entertainment and education available under facilities existing at camp, is provided for him by men who are experienced in these lines. The Hostess House is there for him to meet his parents.

Col. David L. Stone, the distinguished veteran of several wars, who will command the boys at Jefferson Barracks, is deeply solicitous of their welfare and comfort, and is desirous of having as many parents of boys and other citizens as can do so visit the camp to

see for themselves what a splendid training Uncle Sam is able to give them through its army. The Rotary, Kiwanis, Lions, Optimist, Chambers of Commerce, and other clubs from St. Louis and neighboring cities will be invited to visit the camp as guests of the government, through the St. Louis Chamber, acting in this capacity at the suggestion of Col. Stone.

Dances will be provided for the boys under proper patronage. Sightseeing tours to Forest Park, the Zoo and other points of interest conducted in army or other autos, will be a regular feature of the camp. Many of the boys who attend come from small or rural communities and have never been away from home before. Most of them will be seeing St. Louis for the first time. A free visit to a big league baseball game will probably be on the program.

ENDICOTT JOHNSON SHOES

A complete line of Popular
Priced Footwear that will
merit your confidence

Better Shoes
for
Less Money

ENDICOTT-JOHNSON CORP.
ST. LOUIS, MO.

Application and enrollment in the camp entails no expense whatever to the boy nor any form of obligation or enlistment in the army. Railway fares are refunded at once at the rate of 5 cents a mile. Equipment, shelter, uniform, bedding, laundry and food are furnished by the government. The allowance for food is double that of the regular army soldier. It is no wonder that the food is one of the greatest attractions of these camps. Pie a la mode and watermelon are almost a daily item of the menu.

Since these camps constitute great schools of citizenship, that subject is brought before the students daily in short conferences. In fact, every act and every project is directed toward achievement of this object.

The camps have the indorsement not only of the President of the United States whose son this year is attending one for the third



BY DAY

*Visit Our Display
Rooms*



BY NIGHT

MURPHY BEDS

Mean Double Use
of Rooms

*Before you build let us
show you how to plan your
home so that it will be
efficient yet economical.*

MURPHY DOOR BED CO.

DISTRIBUTORS OF

Murphy Beds
Murphy Ironing Boards
Murphy Wall Safes
Murphy Kitchens
(Both Wood and Steel)

Kernerators (Garbage Burners)
Invisibowl (Concealed Lavatory)
Murphy Electrical Mail Boxes
Kitchen Ventilators

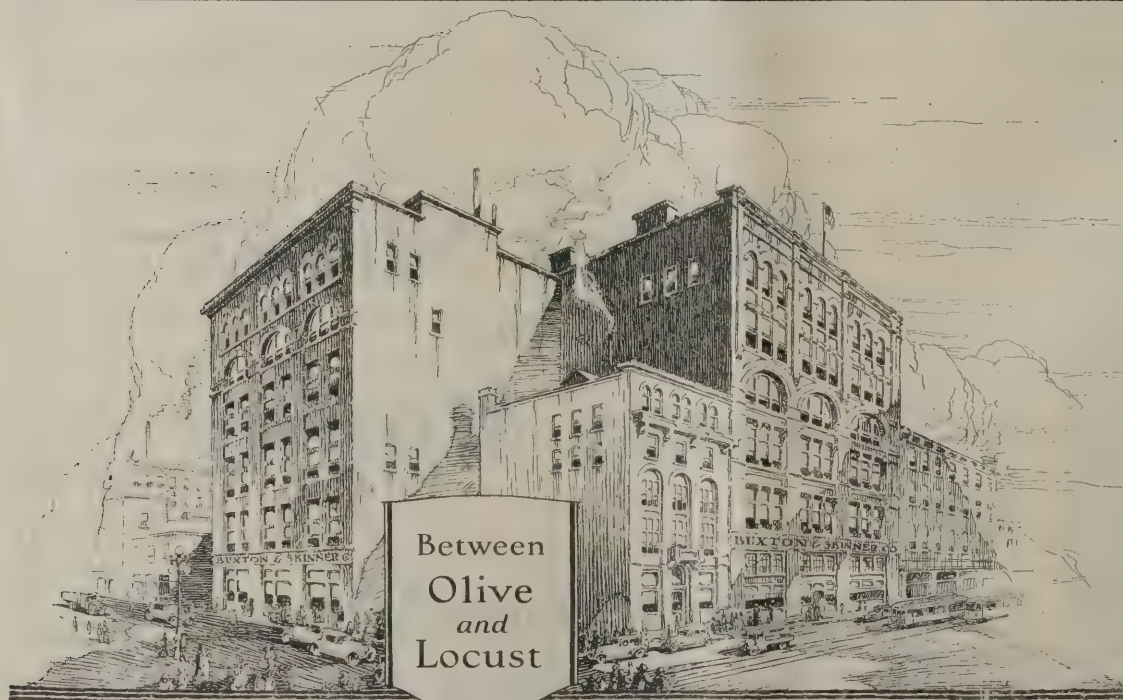
315 A

N. 10th St.
St. Louis

Opposite
Vandervoort's

BUXTON & SKINNER

The Business Man's Most Complete Office Supply House



Between
Olive
and
Locust

Printing

Stationery

Lithographing

Steel Die Engraving

Book Binding

Loose Leaf Systems

Neostyle
Duplicating Machine

Office Furniture
and Safes

306-308 NORTH FOURTH STREET Saint Louis Main 3480

In dealing with advertisers, please mention "Greater St. Louis".

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

June, 1925

Number 10

TABLE of CONTENTS

THE PAVILION AT NIGHT	2
OUR CITIZENS' MILITARY TRAINING CAMP	5
By W. Palmer Clarkson	
ST. LOUIS—"BILLION DOLLAR INSURANCE CENTER" ..	6
U. S. CHAMBER CONVENTION	7
FOREIGN TRADE CONVENTION HELD	8
FEDERAL RESERVE BANK IN NEW HOME	9
RETURN OF "GOOD WILL" TOURISTS	10
MEMBERSHIP COMMITTEE STAGES PICNIC	11
BUSINESS ON UPGRADE	12
MUNY OPERA BEGINS NEW SEASON	13
GARDEN THEATER OPENS SOON	14

OFFICERS

W. PALMER CLARKSON, President.
CARL F. G. MEYER, First Vice-President.
BAXTER L. BROWN, Second Vice-President.
MORTON J. MAY, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER E. D. NIMS
JOHN H. GUNDLACH HARRY F. STIX
HAROLD M. HESS JOHN B. STRAUCH
LOUIS F. LUMAGHI F. W. A. VESPER
ROBT. L. NIEDRINGHAUS LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN MORTON J. MAY
IRVIN BETTMANN JULIUS SEIDEL
WILLIAM R. COMPTON *W. SCOTT HANCOCK
*F. ERNEST CRAMER HOWARD V. STEPHENS
W. H. ELLIOTT *O. L. SWANZEY
J. H. FARISH L. A. VALIER
W. L. WIMMER F. O. WATTS
(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—

L. G. Boone, President;
Scott R. DeKins, Secretary.

AUDITOR—N. W. Macintyre.

CHARITIES—George D. Markham, Chairman;

Scott R. DeKins, Secretary.

DEVELOPMENT SERVICE—Edward Buder, Chairman;

R. S. Rauschkolb, Secretary.

FOREIGN TRADE—F. Ernest Cramer, Chairman;

James A. Troy, Secretary.

FURNITURE BOARD OF TRADE—

George E. Fredock, Chairman;

H. S. Tuttle, Manager.

INDUSTRIAL—

Paul W. Brown, Chairman;

E. S. Tompkins, Commissioner.

JUNIOR C. of C. BUREAU—

Theodore Fleming, President;

Ray G. Mills, Secretary.

MEMBERS' CONFERENCE—W. Scott Hancock, Chair-

man; Lon Sanders, Vice-Chairman.

MEMBERSHIP—W. S. Cummings, Chairman;

J. A. McNamara, Secretary.

MUNICIPAL DEVELOPMENT—Baxter L. Brown,

Chairman.

PUBLICITY—Walter B. Weisenburger, Chairman;

A. B. Hendry, Secretary.

SAFETY COUNCIL—Oliver T. Remmers, President;

Girard C. Varnum, Secretary.

SALES MANAGERS—O. L. Swanzeay, Chairman;

Scott R. DeKins, Secretary.

TRAFFIC—Ley P. Rexford, Chairman;

P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



(St. Thomas the Apostle Church, Chicago. Barry Byrne & Ryan Co., Architects)

The Distinction of Terra Cotta Ornamentation


In no detail of modern architecture can creative thought and inspired beauty be so artistically expressed as in Terra Cotta.

Terra Cotta is not confined to any one special use. Its delightful texture and richness in color tones make it eminently suitable for either interior or exterior use.

When you think of building, consider the impressive dignity of a Terra Cotta exterior—the economy in Terra Cotta construction—the beauty in Terra Cotta design, and remember that Terra Cotta endures for ages. Write the Terra Cotta Service Bureau, 307 N. Michigan Ave., Chicago, telephone Dearborn 4251, for examples of impressive Terra Cotta architecture.

Build with TERRA COTTA for Beauty

Greater St. Louis



The City surrounded
by the United States

*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

June, 1925

Number 10

Our Citizens' Military Training Camp

BY W. PALMER CLARKSON,

President, St. Louis Chamber of Commerce

ST. LOUIS, next month, will be host to approximately 1000 young men from the territory immediately surrounding us, when they will come here to attend the Citizens' Military Training Camp to be held at Jefferson Barracks. These young men will become conversant in detail with St. Louis and its attributes. Arrangements now are being worked out whereby they will go on a boat ride on one of our river steamers, and tours of the city will be conducted for them as part of an entertainment program.

The holding of the camp at Jefferson Barracks was brought about largely through efforts of Col. David L. Stone, assisted by the Military and Naval Affairs Committee of the Chamber, of which Col. Albert T. Perkins is Chairman. Simultaneously, training camps for young men will be held throughout our nation. It is the job of St. Louis to make the camp to be held here as good, if not better than those held elsewhere. This will be possible only through cooperation of our citizens.

Every one should visit Jefferson Barracks at least once while the training of these young men is in progress. There is no doubt such visits will be amply repaid by the sight of so many of our young men learning more of sportsmanship, good citizenship and loyalty.

St. Louis Joins Ranks of "Billion Dollar Insurance Cities"

Since 1919 Insurance Business Among St. Louis Firms Has Shown Greater Percentage of Increase Than That of Any Other City

ST. LOUIS has joined the ranks of the Billion Dollar Insurance cities of the country. It shares that honor with but nine other cities: New York, Hartford, Conn.; Newark, N. J.; Boston, Philadelphia, Springfield, Mass.; Milwaukee, Des Moines, Ia., and Cincinnati. It has also gained the distinction of being one of the six cities with two life insurance companies with more than \$250,000,000 of insurance in force each.

The entry of St. Louis into the Billion Dollar class has focused the life insurance world on this vicinity and today St. Louis is recognized as the fastest growing insurance center of the world. Since 1919 it has shown a greater percentage of gain than any other city. The strides made by the local companies have attracted wide attention in the business world.

In 1924 the local companies jumped their assets from \$93,-992,019 to \$108,016,467; the amount of insurance in force from \$836,845,036 to \$976,366,-478 and their total income from \$35,047,740 to \$44,219,522. These figures do not include the business done in St. Louis by insurance companies which have headquarters elsewhere. No other center showed the same percentage of gains. During the early months of 1925 the local companies have gone ahead of 1924 records.

Throughout the country there are but thirty-four life insurance companies operating under the legal reserve system that have more than \$250,000,000 of insurance in force. Yet St. Louis has the Missouri State Life, showing \$538,212,313 on its books at the end of 1924 and the International Life with \$260,998,699. Only New York, Boston, Hartford, Newark and Des Moines equal St. Louis in that respect. All have been firmly established as insurance centers for many years, but it has been comparatively recently that St. Louis gained recognition in that regard.

The Missouri State Life now ranks nineteenth in the country and is second only to one company west of the Mississippi River. The International Life jumped to 31st position with a gain of \$98,678,797 of insurance in force. But twelve other companies showed a greater gain in volume but none surpassed its percentage of gain either in insurance in force or admitted assets which went from \$23,103,188 to \$33,878,588.

At the close of 1924 the local companies ranked individually:

Company	Insurance in force	Assets	Income for 1924
Missouri State Life,	\$538,212,313	\$53,574,011	\$18,669,029
International Life,	260,998,697	33,878,589	15,928,514
Continental Life,	70,744,530	9,014,198	5,153,645
Central States Life,	62,299,510	6,378,031	2,076,212
American Nat. Assur.,	14,445,519	1,758,718	523,357
Quick Payment Life,	12,219,735	497,082	419,737
St. Louis Mutual,	9,541,896	2,244,808	435,953
Missouri Insur. Co.,	7,904,278	671,030	1,013,075
Totals,	\$976,266,478	\$108,016,467	\$44,219,522

At the end of 1919 the same companies showed:			
Missouri State Life,	\$219,415,635	\$23,096,073	\$ 8,795,312
International Life,	100,440,057	13,239,944	4,417,981
Continental Life,	31,333,778	3,566,304	3,043,461
Central States Life,	45,751,777	2,754,243	1,443,878
American Nat. Assur.,	10,440,380	761,756	357,045
Quick Payment Life,	3,226,317	101,431	115,832
St. Louis Mutual,	7,596,756	1,468,559	333,535
Missouri Insur. Co.,	2,000,000	350,000	600,000

Totals,	\$420,204,700	\$45,338,310	\$19,107,044
---------	---------------	--------------	--------------

St. Louis Advancing Rapidly In All Lines

IN addition to its tremendous expansion as an industrial and shipping center, St. Louis is making gigantic strides forward in many other ways. Few of us realize the scope of many of the affairs going on in our midst every day—the remarkable growth of our insurance companies, as is told in the accompanying article, doubtless being one of the things most of us know but little about.

It is this general rapid development which augurs well for the future of St. Louis and which is causing attention of other industrial centers to be centered here.

At the close of 1924 the local life companies had 847,243 policies on their books and during the first four months of 1925 that total was increased greatly. During January, February, March and April of this year all the local companies showed substantial gains.

The Continental Life broke all its records during March for a single month, while the Central States Life for the first four months issued \$6,416,728 compared with but \$5,397,522 for the same period in 1924.

Estimates from the various companies indicate that they have added at least \$42,245,843 in insurance in force and \$4,674,-816 in assets putting the city into the Billion Dollar class.

St. Louis as Life Insurance Center at a Glance.

Insurance in force in eight legal reserve life companies on May

1, 1925, estimated.....	\$1,018,612,321
Assets of life companies May 1, 1925, estimated.....	112,691,283
Insurance in force December 31, 1924.....	976,366,478
Insurance in force December 31, 1919.....	490,204,700
Gain for five years.....	545,061,778
Admitted assets on December 31, 1924.....	108,016,467
Admitted assets on December 31, 1919.....	45,338,310
Gain in assets in five years.....	62,678,157

1924 Business.

Premium income.....	\$ 27,247,819
Total income.....	44,219,522
Death claims paid.....	4,907,574
Total payments policyholders including endowments, dividend, cancelled policies, etc.....	10,717,312
Taxes paid.....	735,684
Actual expenses including commissions, etc.....	9,166,367
Total disbursements.....	22,686,397
Reserves for policyholders, etc.....	90,934,055
Capital, surplus and unassigned funds.....	7,205,646
Amount insurance issued and renewed in 1924.....	337,781,658
Number of policies outstanding.....	447,243

Other St. Louis life, health and accident companies including Reliable Life & Accident, Commonwealth Life & Accident, Crescent Life, Douglas Life, People's Life & Accident and Western Funeral Benefit in 1924 had a total income of \$1,150,000 and ended year with \$21,600,000 in force and assets \$744,000.

Thirteenth Annual Convention of U. S. Chamber Held Last Month

John G. Lonsdale, President of National Bank of Commerce, Succeeds Owen D. Young as Head of Finance Department—George D. Markham and Secretary Bunn Appointed to Committee Posts

THE Thirteenth Annual Convention of the Chamber of Commerce of the United States, held May 20-22 at Washington, D. C., was considered one of the most important meetings of that organization ever held. Leading business men and heads of great corporations and institutions from every section of the nation attended the convention and actions were taken on matters having a vital effect on the conduct of business, which doubtless will have great bearing on business affairs in coming years.

From the viewpoint of St. Louis, interest in the convention centered in the election of John G. Lonsdale, President of the National Bank of Commerce to the Board of Directors of the National Chamber, representing finance on the Board. All matters of the National body pertaining to finance comes under jurisdiction of this office.

Mr. Lonsdale succeeds Owen D. Young, who collaborated with Vice-President Dawes in the Dawes Plan of settlement of war reparations. Delegates at the convention felt that a man of vast experience in financial matters was required for the office because of the important matters which must be decided and it was for this reason Mr. Lonsdale was chosen and elected with an overwhelming majority.

Mr. Lonsdale is a former president of the National Bank Division of the American Bankers' Association and a member of the Executive Council and Administrative Council of the association. He is a director of the Federal Reserve Bank of St. Louis and of the Missouri Pacific Railroad.

The St. Louis Chamber's delegates at the convention were Dr. W. F. Gephart, Vice-President of the First National Bank and a member of the Finance Department Committee of the National Chamber; George D. Markham, a member of the Insurance Department Committee; Charles Nagel of the Immigration Committee and Clarence H. Howard, Harland Bartholomew, Walter B. Weisenburger, Paul V. Bunn, R. H. Switzler, Mr. Lonsdale and Andrew G. Mungenast.

Alternates were Edwin F. Guth, D. C. Berryman and W. J. Edwards.

The establishment, upon an enduring basis, of the Chamber of Commerce of the United States as a permanent institution, was signalized by the formal dedication of its new build-

ing, "the home of American business," which took place during the convention.

The Chief Justice of the United States, the Honorable William H. Taft, who as President of the United States suggested the organization of the Chamber as a means of bringing business opinion to focus upon economic problems, was the principal speaker at the dedication ceremony and pointed to the fulfilment of the idea upon which it is founded and the service it has rendered.

Mr. Nagel, who was Secretary of Commerce and Labor in the Cabinet of President Taft, recounted the circumstances of its beginning. Harry A. Wheeler, its first President and Chairman of the Building Committee, paid tribute to the thousands of unnamed American business men who contributed to the erection of the building as the achievement of a typically democratic American ideal.

The contrast between the inconspicuous beginning and the wide field of activity upon which the National Chamber has since embarked in bringing to bear upon current questions of national import the experienced business judgment of the country was emphasized by Richard F. Grant, President of the National Chamber. The invocation at the dedication ceremony was delivered by the Rt. Rev. Thomas F. Gailor, Bishop of Tennessee, and President of the Council of the Methodist Episcopal Church of the United States.

Chief Justice Taft, urging

an informed and intelligent public opinion, called upon the business men to take part in its development.

"The greater the opportunity there may be to inform the public of the questions requiring settlement and the facts upon which these questions should be decided, the wiser its expression," he said. "One of the difficulties in securing its useful aid in the direction of government is the lethargy of the ordinary citizen and his indisposition to develop an interest in the important general questions presented, and to use the information available to him and exert the needed mental effort to make decisions and formulate his views.

"It isn't enough to have intelligent men in our citizenship. It isn't enough to spread education as far as we can. We must also arouse the active interest of those who must be the individual units of the many whose united views are public



John G. Lonsdale, Director U. S. Chamber, Representing Finance

Mississippi Valley Foreign Trade Conference Was Outstanding Success

Authorities on Various Phases of Development of Foreign Trade Addressed Meetings—Delegates from All Sections of Nation Attended

AMERICAN foreign trade has made great strides forward in the last ten years, due to extensive study of conditions affecting foreign commerce by trade exponents. The days are gone when a manufacturer may be content with doing only domestic business. The expansion of foreign trade is an important factor of our national prosperity.

Fortunately for our country, the sentiment expressed in the above paragraph is quite general, and manufacturers throughout the United States are giving much attention to conventions and trade meetings which have as their main objective the dissemination and expression of opinions tending to clarify conditions making for increased foreign commerce.

This is particularly true of the Middle West. In addition to the many sectional and local community gatherings, held throughout each year in this territory, the manufacturers have for the past two years conducted an annual Mississippi Valley Foreign Trade Conference, to which has been attracted a Valley-wide representation of manufacturers striving for increased foreign commerce.

The second Conference of this character was held in St. Louis May 21 and 22. The speakers included bankers, export manufacturers, U. S. Government foreign trade advisers, as well as economists and educators who have to do with the training of the young men for foreign commerce.

Among the organizations represented at the Conference were—the Chambers of Commerce of Cincinnati, Indianapolis, Toledo, Cleveland, Kansas City and New Orleans; Louisville Board of Trade, Chicago Association of Commerce, Dock and Port Commission of Portland, Oregon, and the Chicago, Kansas City and Memphis offices of the United States Shipping Board.

Representatives of the Department of Commerce addressed the Conference, covering trade in Latin-America, the Orient and Europe.

Chief among the discussions on Latin-American economic conditions were the addresses by Richard O'Toole of the Latin-American Bureau of the U. S. Bureau of Foreign and Domestic Commerce; R. A. Lundquist of the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce; and F. L. Jordan, St. Louis Manager for the Emergency Fleet Corporation. Other speakers during the sessions of the first day were: Alexander V. Dye, American Commercial Attache at Mexico City, and G. A. O'Reilly, Vice-President of the Irving Bank-Columbia Trust Company of New York. Congressman L. C. Dyer of St. Louis, author of the China Trade Act, was the principal speaker at an informal banquet held in the evening of the first day.

The sessions of the second day were devoted chiefly to conferences between manufacturers, merchants and others interested in foreign trade and members of the U. S. Bureau of Foreign and Domestic Commerce.

Brief addresses were delivered at the morning session by H. Walton Heegstra of Chicago; Father Edmund A. Walsh, Regent of the School of Foreign Service, Georgetown University; H. A. Spielberger, Organizing Director and Sales Manager of the International Trade Exhibition, which opens in New Orleans September 15th; Franklin Johnston, President of the American Exporter, New York; and W. E. Swingle, Foreign Department of the National Association of Credit Men, New York.

These addresses included a combined expression of opinion dealing with the selecting and handling of foreign agents and the adoption of a reasonable method of dealing with them; the benefit which will be derived from the proposed New Orleans Trade Exhibition by the manufacturers and producers of raw material in the Mississippi Valley; correspondence with foreign dealers and the value of common sense in dealing with such problems.

The attendance at the Conference exceeded 200. St. Louis organizations, chief among which were the World Trade Club,

Foreign Trade Bureau of the Chamber of Commerce, the local offices of the United States Shipping Board and the Department of Foreign and Domestic Commerce, played a prominent part in the proceedings of the meeting.

St. Louis men and local organizations represented during the Conference were: Geo. W. Flynn, President of the World Trade Club; Wm. T. Findly, Secretary to the Mayor of St. Louis; F. Ernest Cramer, Chairman Foreign Trade Bureau, St. Louis Chamber of Commerce; Carl J. Baer, President, Standard Unit Navigation Company; F. L. Jordan, Manager St. Louis Office, Emergency Fleet Corporation; T. L. Gaukel, Manager St. Louis Office, Bureau of Foreign & Domestic Commerce; James A. Troy, Assistant Secretary, St. Louis Chamber of Commerce; James E. Smith, President, Mississippi Valley Association; R. P. Block, World Trade Club; Ex-Senator X. P. Wilfley, Congressman L. C. Dyer.

Writing of the success of the Conference, Franklin Johnston of New York, Publisher of the American Exporter, said: "In point of both numbers who attended and character of speeches and discussions, the Conference was unquestionably of great value to manufacturers in the Mississippi Valley and, personally, I was much impressed by the confirmation of the greater interest in export trade created by the Conference and the discussions on practical details of foreign trading which took place at the sessions and among the delegates in the intervals between formal sessions."

(Continued on Page 22)

Expansion of Foreign Trade

THE Second Annual Mississippi Valley Foreign Trade Conference, held recently in the Chamber of Commerce Auditorium, was of particular significance, because of the convincing manner in which the rapid growth and expansion of foreign trade was impressed upon those who attended the various sessions. The Foreign Trade Departments of the leading Chambers of Commerce of the United States were represented at the convention and speakers of international reputation addressed the meetings of the delegates.

Every one who came in contact with the convention was enthused over its outstanding success and meetings of foreign trade experts, such as this one, hereafter will be held regularly, it is expected.

Federal Reserve Bank of St. Louis Now In Its New Building

***Building Represents Total Investment of \$4,800,000
—Huge Vault Might Be Used by Government
for Storage of Securities, in Case of Emergency***

THE Federal Reserve Bank of St. Louis, which serves directly 626 member banks in the Eighth Federal Reserve District, comprised of seven states—Missouri, Illinois, Arkansas, Tennessee, Kentucky, Indiana and Mississippi,—is now housed in its new building, 411 Locust street.

The new edifice occupies a site covering approximately one-third of a city block, and has a continuous frontage on Broadway, Locust and Fourth streets of 525 feet. It is of massive and imposing construction, and while designated by its architects as a four-story building, there are in reality more levels than that. Between the first and second floors proper, there is a mezzanine floor, and another low story known as the file floor. Then above the fourth floor extends a tower containing four levels, with a total height of 65 feet, and in which will be located several important features of the bank. Below the first floor are a basement and sub-basement.

Severe and classic lines are followed in the exterior, the material used being Bedford stone, from the famous Indiana quarries. The only embellishments relieving the exterior walls are medallions carved with the coats of arms of the seven states wholly or partly within the Eighth Federal Reserve District and of the United States, and eagles with spread wings at the corners of the roof. States whose insignia are presented are Missouri, Arkansas, Illinois, Indiana, Kentucky, Tennessee, and Mississippi. There are 5,580 tons of stone in the outer walls, the largest block weighing 12 tons.

The foundations are laid on concrete piles, numbering 1,475 and driven to bed rock 56 feet below the level of the sidewalk. To the level of the sidewalk the foundations are constructed of reinforced concrete, and from that line upward the walls are of stone, backed with brick. In the engineering scheme provision was made for sufficient strength for the addition of two or even three additional stories, should future requirements of the bank call for such additional housing.

The interior arrangements in their general character are in perfect keeping and harmony with the exterior plan, and in them have been embodied the most modern ideas for an efficient and safe banking house. Other Federal reserve bank buildings of the country were studied, and selections made from each of the best features for the several departments. In addition, many entirely new and original ideas have been included which go to make the building one of the most complete and up to date of its type in existence.

The keynote in the plans and dispositions is security, simplicity, convenience and efficiency. The quarters assigned to each department are designed with the view of furnishing the best possible facilities for performing its work. The building proper with all furnishings cost slightly less than \$3,500,000 and the real estate \$1,300,000, making a total investment of approximately \$4,800,000.

The vault, which is one of the largest and most secure ever designed, is within the building but separated from it by a narrow passage way completely surrounding it. At each angle of this passage is a mirror, placed at such an angle that it possible for anyone at the door to see all the way around. The steel and other materials of which it is constructed are of the toughest and most enduring qualities which modern manufacture can produce. They were tested under direction of the chief architect of the Federal Reserve Board, in cooperation with experts from the War Department and other Government departments at Washington.

As they stand the vaults are as near burglar, mob, fire and explosive proof as science and engineering skill can make them. Entrance is through a door of special steel construction, 30 inches thick, exclusive of the bolts. The contents of the vault are approximately 100,000 cubic feet. The main door weighs 44 tons and the emergency door at the opposite end weighs 30 tons. Close to

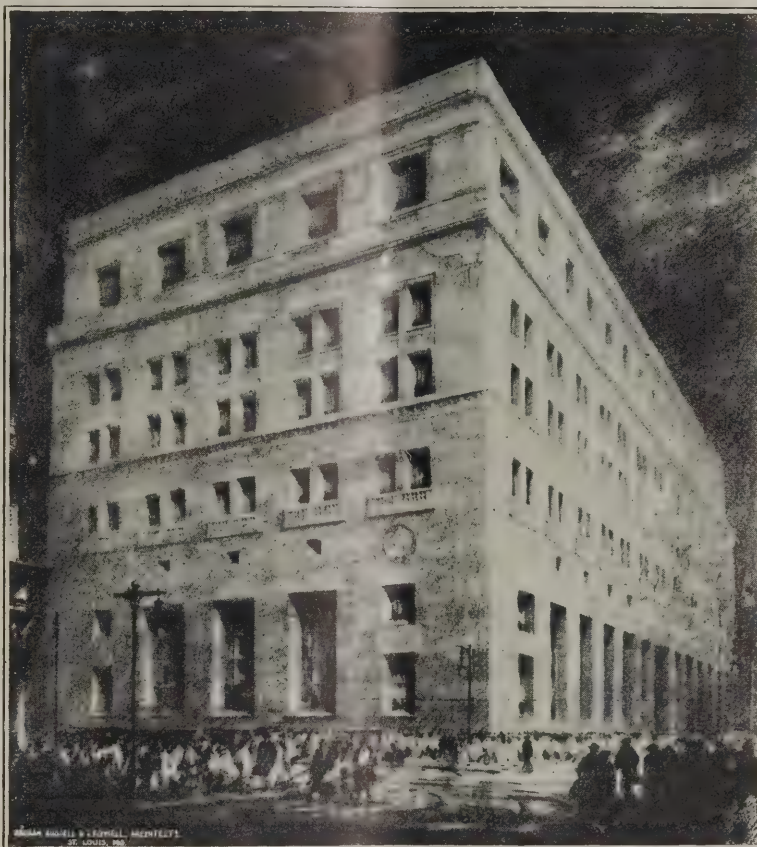
800 tons of reinforcing steel bars went into the walls, floor and ceilings of the vault.

In addition to accommodating the business of the bank proper, and its functions as Fiscal Agent for the United States Government, the vault has space sufficient to serve for storage in any emergency of either the Government or other banks or individuals. In the contingency of war, with possible invasion and danger to treasure near the seaboard, St. Louis might be logically selected as a place for safekeeping of gold and valuable securities and documents.

The mezzanine floor has been assigned to the credit department, stenographic department and general files. The telephone exchange is also on this floor. The low story above, known as the file floor, will contain headquarters of the purchasing department, all supplies, storage space for old records, addressograph section and other similar features.

The second floor is designated as the executive floor, and contains the offices of the governor, federal reserve agent and chairman of the board, deputy governor, counsel and secretary,

(Continued on Page 26)



New Federal Reserve Bank Building

"Good Will" Tourists Return from Successful Trip Through Missouri

Seventy-five St. Louis Business Men Spent Week Visiting 49 Missouri Towns and Cities—Elaborate Entertainment Arranged at All Places Where Stops Were Made

THE seventy-five St. Louisans who made the five-and-one-half-day pilgrimage into forty-nine cities and towns in Missouri, returned Saturday, May 23, somewhat fatigued after their strenuous journey, but decidedly enthusiastic boosters not only for that section of the great State of Missouri through which they traveled, but also for these "Good Will" tours that are being made annually into our neighboring communities.

The Good Will Tour delegates left on a specially chartered train, Monday, May 18, over the Missouri-Pacific railroad, after having assembled at Union Station at ten o'clock Sunday evening, arrayed in uniform straw hats with white bands, and bedecked with badges, each bearing the name of the wearer and the name of the firm he represented.

The first stop was at Jefferson City, where the delegates experienced their first practice in parade formation, after having been greeted by the Mayor and officials of the Chamber of Commerce. Here, the Tourists were joined by F. W. A. Vesper, former President of the St. Louis Chamber of Commerce, and Walter H. Vesper. The delegates were aware, after leaving Jefferson City, that the Vesper-Buick Auto Company had devised a rather novel feature to run coincident with the Tour, in the form of two Buicks, one a 1910 model and the other a brand-new 1925 sport touring car. These two machines, both the old and the new, traveled just ahead of the Good Will Tour Special train and appeared in the parade of the delegates in the various cities and towns visited.

As the delegates traveled from town to town, they were greatly impressed not only with the cordial reception accorded them, but also with the fact that the towns had been decorated not only with bunting, but with a large number of American flags.

The first night stop was Nevada, where a mass meeting had been arranged in the Central High School, under auspices of the Mayor and the Chamber of Commerce of that city.

At the next night stop, Kansas City, the Tourists were met at the train by a delegation from the Chamber of Commerce, had their picture taken and then were taken in automobiles to places of business of folks they wanted to see. In the evening, they were guests of the Kansas City Chamber of Commerce at a dinner at the Muehlbach Hotel.

Chillicothe, the third night stop, entertained the delegates with a mass meeting at the Court House.

At Moberly, the fourth night stop, the delegates were the guests of the Moberly Chamber of Commerce at a real chicken dinner at the leading hotel of the city. Following the dinner, the delegates were taken in automobiles to Moberly's most delightful country club, where there was dancing until 12:00 p. m.

Mexico, the last night stop, was equally hospitable. A mass meeting had been arranged at one of the leading hotels, following which the delegates were served real country ham sandwiches and coffee, after a most excellent program had been offered.

At the night stops, the following spoke on behalf of the St. Louis delegation: E. B. Langenberg, Robt. E. Lee, Roy S. Rauschkolb, Douglas V. Martin, Jr., Alex C. Smith, Harry Simon, Festus J. Wade, Jr., Walter Rehfeld, W. H. Ogden, F. W. A. Vesper.

Many interesting things developed at the many stops each day, for instance, at one stop, the group was presented with an angel-food cake baked by one of the leading women of the town. Again, in one of the towns, the young daughter of one of the prominent citizens had been specially dressed to entertain the delegates with a toe-dance in the square. At other towns, specially made keys of the city were presented to the Chairman and Secretary. At St. Charles, the delegates found themselves surrounded by the girls of Lindenwood College. Lindenwood is one of the first colleges for girls West of the Mississippi, and is headed by Dr. John L. Roemer. The delegates were invited to the college dining hall, where luncheon was served.

For this courtesy, the delegates are indebted to Guy C. Motley, Secretary of the College, who was himself one of the Tourists.

After leaving St. Charles, a meeting was held at which a series of resolutions were adopted. The resolutions follow:

"Whereas, the 1925 All Missouri Good Will Tour of the St. Louis Chamber of Commerce, conducted under the auspices of the Salesmanagers' Bureau has been a most successful Good Will Tour, due to the capable management of Phil E. Becker, Chairman, and Scott R. DeKins, Secretary.

"Therefore, we, the delegates of the houses represented, hereby express our sincere appreciation of their splendid efforts and efficient management."

"Whereas the evening meetings held at Nevada, Kansas City, Chillicothe and Mexico have been exceptionally successful,

"Therefore, we, the delegates, express our appreciation to Mr. R. E. Lee, who acted as our toastmaster, to Mr. R. E. Rauschkolb, Manager of the Development Service Department of the Chamber of Commerce and to all the speakers: Messrs. Harry Simon, A. C. Smith, E. B. Langenberg, Festus J. Wade, Jr. F. W. A. Vesper, Walter Rehfeld, Douglas V. Martin, Jr., W. H. Ogden."

While these resolutions point specifically to the activities of certain Tourists, the Good Will Tour Committee points out that the successful outcome of this Tour—and this was undoubtedly the most successful tour of its kind ever conducted—depended not alone on the activities of any few of the delegates, but rather on the co-operation and team-work of the entire delegation. It is the morale of the entire party that counts, and the Missouri Good Will Tour had within its ranks some of St. Louis' finest business men.

The delegates making the tour and the firms represented were: John Patrick, Anheuser-Busch, Inc.; Jos. B. Kleinhauer, Bettmann-Kleinhauer Clo. Co.; Celsus O'Rear, Blackwell-Wielandy Book & Sta. Co.; R. D. Corlett, Brown Shoe Co.; E. Robert Pommer, D. I. Bushnell & Co.; J. N. Brown-dyke, Butler Brothers; Scott Wilson, C. C. Hall, Carleton D. G.

(Continued on Page 30)

Tour Highly Successful

THE St. Louis business men, on the "Good Will" Tour just ended, were unanimous in expressions that the trip was one of the most successful staged by the Chamber and Salesmanagers' Bureau. Friendly relations between St. Louis and our sister towns and cities were strengthened materially by the trip and the effects from this friendly visit will be felt for years to come.

Membership Committee Ends Activities for Summer Months with Picnic

During Year Just Ended, This Committee Brought About 550 New Members Into Chamber and Staged Successful Membership Campaign



Membership Picnic Group—Chairman Cummings and Vice-Chairman Lynch in Center of Front Row

ACTIVITIES of the Membership Committee of the Chamber of Commerce were suspended for the summer months last week, when the Committee's annual picnic was given at The Cedars, an outing resort near Barnhart, Mo. The picnic also formally ended a contest which two teams composed of members of the committee had been staging for several weeks and prizes for the greatest number of points scored were awarded to Charles A. Pearson, who won first prize and Thomas G. Harkins, second.

During the afternoon workers played games and took part in contests and prizes were awarded winners of the various events. The games were started with a horseshoe pitching contest which left Mr. Pearson and John C. McKee to struggle for the championship, after a number of elimination games had been played. Mr. Pearson displayed an impressive aptitude at throwing "ringers" and the conclusion was reached by many that he had been "rehearsing" rather assiduously for the event. But Mr. McKee, who recently came to St. Louis from Springfield, Mo., where horseshoe pitching is a fine art, easily won out and received a box of cigars as his prize.

Irvin Gaertner won the sack race after William S. Cummings, chairman of the committee, had given him a thrilling run. Mr. Cummings was ably assisted in this race by his son "Bud," a rising young St. Louis writer, who dragged his father over the finishing line after a tumble at the finish of the race.

"Bud" Cummings then demonstrated his prowess by winning the balloon race, after which Miss Alma Herbert won the egg race for ladies who attended the picnic. Mrs. A. B. Hendry won a baseball catching contest.

The Membership Committee, during the year of work just ended, did notable work. Approximately 550 new members were brought into the chamber by the committee during the year and a great deal of work was done by the various members which will bring in additional members when the committee again begins operating in September.

One of the outstanding pieces of work the committee did during the year was a membership campaign extending over a period of several weeks, during which approximately 300 new members were secured.

Members of the committee are:

W. S. Cummings, Chairman

C. Z. Lynch, Vice-Chairman

Judge Clyde C. Beck

Chas. S. Blood

Leonard J. Bray

O. W. Burg

Mrs. Francis Burkhardt

C. L. Chittenden

Dr. B. W. Clarke

D. O. Clapp

Mrs. Agnes H. Corley

Clarence Egelhoff

Miss Elizabeth Farrell

Irving R. Gaertner

Repps B. Goodson

C. L. Hamilton

Anton E. Hanhardt

Thos. G. Harkins

Miss Alma Herbert

Alex M. Lewis

Will L. Lindhorst

John C. McKee

Oscar A. May

Chas. A. Pearson

Mrs. A. B. Price

F. H. Schubert

Stewart Scott

R. D. Snow

Paul Y. Versen

F. B. Von Harten

Mrs. M. R. Weyerick

J. A. McNamara, Secretary of the Membership Committee, now is working out plans for the committee's activities next fall. Various workers on the committee have pledges from many firms to join the Chamber during the coming fall months.

The Membership Committee of this Chamber is unique, in that all of the workers serve without remuneration, their only reward being the satisfaction derived from being of actual and direct service in their city's development.

Firms in Various Lines Report Gains Over Volume Done Last Year

Outlook Generally is Bright—Automobile Firm Reports Business Far Beyond Anticipated Result

BUSINESS is good with most St. Louis firms and some are experiencing greater volumes than had been anticipated, according to reports received by "Greater St. Louis" from leaders in the various lines.

Expressions from them follow:

W. H. Willcockson, Vesper-Buick Auto Company: "The motor car business generally in the Mississippi Valley has been up to expectations as a whole, but has been somewhat spotted in localities in that a few of what is known as the better motor center towns have dropped off somewhat in demand whereas many of the smaller towns have shown a very decided improvement.

"In some of the agricultural districts it is expected during the spring season when the farmers are busy with their work that the demand will somewhat slow up and this has been the case this year. However, early buying has more than offset any of the losses sustained in this way. Most of the dealers through the territory report active interest indicating that a considerable summer business is to be expected."

E. B. Langenberg, Vice-President, Langenberg Mfg. Company: "We are preparing for one of the biggest seasons in the history of the Industry. The home building movement as reflected in the number of permits issued in the larger cities and the volume reported from country districts by our salesmen, proves conclusively that they have arrived at that stage under normalcy which everyone has been talking about and looking for since the War. There is an indication that the summer months will be rather quiet but we believe that early buying in the Fall months will develop into a full swing within thirty days and carry well over into 1926."

William Fisher, Vice-President, C. F. Blanke Tea & Coffee Company: "During the past thirty days, we have had a remarkable increase, and better feeling as far as our line is concerned, but for the first few months of this year it was exceedingly discouraging, because we had a very strong declining market to put up with. It seemed the dealers were not buying, but the market has reacted and we are enjoying quite a good business which we believe will continue during the summer months and exceedingly better during the fall."

Eugene F. Olszewski, Secretary and Treasurer, American Packing Company: "Business for the month of May has been somewhat better than we anticipated and we are closing the most satisfactory month this year. We believe that we should see a reasonable improvement in the coming months and we also think that we will see higher prices on live stock and also on manufactured products by the late summer."

Frank R. Tate, President, Tate Motor Company, Inc.: "Our business in all departments shows a very substantial increase over that of not only a year ago, but every year we have ever had in our industry. Our business is far beyond any anticipated result. We can see no reason, from present appearances, why there should not be a very substantial increase

for the balance of the year. There is nothing in the appearance of general conditions with us, that could possibly lead us to think that the future has anything in store but a constantly improved business."

"For the first four months of our current year, our business in dollars and cents increased \$158,421.69."

Leslie Dana, President, Charter Oak Stove and Range Company: "Business in our line generally is not as good as business last year. With respect to our own company—while the future orders are not equal to last year, nor as good as we had expected, the actual shipments up to May 1 show a slight increase in value over last year. We feel that there will be some improvement during the coming month and anticipate a better business this Fall than we had last year."

George L. Thorpe, Office Manager, Chevrolet Motor Company: "Business in our line is generally good, and is holding up beyond our expectations. We look forward to a continuance of this business, due to the popularity of the new series of cars we are producing. The future outlook is very good, particularly so in our price-class."

J. W. Harris, President, Harris-Polk Hat Company: "While our business is not as good as it was thirty days ago, we are optimistic for the future and are making plans for a good volume of business in the early fall."

J. T. Garrett, President, Missouri Bridge & Iron Company: "Conditions with us are rather quiet and the future does not appear particularly promising at this time."

H. J. Reinhardt, Secretary, Frank Adam Electric Company: "Business in our line is exceptionally good owing to the great amount of building that is going on everywhere, and our early predictions along this line are all coming true."

Ralph Weil, Weil Clothing Company: "Business is normal and the future outlook is promising."

R. E. Loff, Manager, Heywood-Wakefield Company: "Business in our line generally is very good and is holding up better than we anticipated. We feel that the ensuing months will bring a substantial improvement and our outlook for the future is bright."

Mr. T. W. Garland, Garland's: "Business is not what it was hoped to be but we are hopeful for a better future."

Fred Krey, President, Krey Packing Company: "Business in our line, generally speaking, is a losing game for the reason that the price of raw material is too high. However, we do believe that conditions will be improved through the usual Fall trade."



Municipal Theater Begins New Season Of Al Fresco Productions

Repertoire This Year Embraces Brilliant Selection from Works of Great Masters of Light and Comic Opera

ST. LOUIS, which in its unique Municipal Theater is establishing precedents for the world in the magnitude and quality of open-air summer operatic entertainment, will this year hear a new American grand opera—a work written in jazz.

It is "The Stolen Requiem", with music by Isaac Van Grove, former assistant to Giorgio Pollaco, musical director of the Chicago Civic Opera, to a libretto by Richard L. Stokes, one of the country's brilliant music and dramatic critics, which is upon romantic incidents connected with the life of the composer Mozart. Recently the first act was presented in Central Theater, Chicago, by the American Theater for Musical Productions and won unanimous and high praise from Chicago critics.

The fact that this opera is to be heard in the Municipal Theater this summer is significant of the unusual things St. Louis is doing with its great open air amphitheater—the largest and best equipped institution of the kind in the world.

The theater's schedule for the current year is designed to make St. Louis a musical Mecca in the summer time as well as to provide nightly entertainment for St. Louis' population amid cool forest breezes under the stars.

Two separate civic enterprises provide the entertainment—the Municipal Theater Association, whose season of 12 weeks is devoted entirely to operetta and light and comic opera, and the enterprise of Guy Golterman in which he is supported by a small group of music lovers and which affords, immediately following the other, a season of three weeks of grand opera.

Both enterprises are developed from a pure devotion to civic welfare and a love for music. Both are absolutely upon a non-profit basis, for under the city ordinances the Municipal Theater cannot be used for private gain and any possible profits from the operatic seasons must be made over to the city, to be devoted to further improvement, equipment, and beautification of the Municipal Theater.

Thus in the years since Guy Golterman brought it into being to produce a brilliant performance of "Aida", full of color and pageantry, as entertainment for the convention of the Advertising Clubs of the World in St. Louis in 1917, the theater has paid its own way—that it has provided for the cost of its productions—and earned besides many thousands of dollars which have been reinvested in permanent beautification and equipment, in that theatre situated in the center of St. Louis' 1700 acre Forest Park.

More than that, it has provided at every performance given during the years between at least 1200 free seats to be used by those who for financial or other reasons might not find it convenient to buy tickets even at the popular prices which always obtain in the theater. The auditorium has

9,270 seats from each of which there is a full view of the immense stage—the biggest in America. Perfect acoustics in every part of the theater are doubly reinforced by the use of an electrical loud-speaker to magnify the voice or instruments.

Beginning with Johann Strauss' "A Night in Venice", the Municipal Theater Association's repertoire this year embraces a brilliant selection from the work of the great masters of light and comic opera.

That work, which opened the season on May 25, was followed by Victor Herbert's "Mlle. Modiste", splendid performance of the Gilbert and Sullivan "Ruddigore" and Herbert's "Her Regiment". In turn there are to follow De Koven's "Rob Roy", Edwards' "Dolly Varden", "Ermine" by Jakobowski, a double bill with the Gilbert and Sullivan "Pinafore" and Mascagni's "Cavalleria Rusticana", Franz Lehar's "Count of Luxembourg", Friedrich von Flotow's "Martha", Herbert's "Naughty Marietta" and Lehar's "The Merry Widow".

In all these productions there is a chorus of 90 boys and girls trained in the Municipal Opera Free Chorus Training school, an orchestra of 60 instrumentalists picked largely from the St. Louis Symphony orchestra, and a cast including Yvonne d'Arle, prima donna from the Metropolitan Opera company, New York; Fritzi von Busing and Eleanor Henry, prima donnasopranos, both widely known in light opera; Bernice Mershon, contralto, who has appeared in light opera productions

both here and abroad; John E. Young, principal comedian; Forrest Hoff, tenor; Leo de Hierapolis, baritone; William J. McCarthy, second comedian, Detmar Poppen, basso, and Roland Woodruff, juvenile, three favorites of St. Louis audiences; and Elva Magnus, soprano, a graduate of the Municipal Opera chorus.

For Mr. Golterman's grand opera season even bigger plans are being executed. The Metropolitan, Chicago and Philadelphia Civic Opera companies have provided the production staff for three weeks of grand opera in which as repertory will be offered "Aida", "Carmen", "Cavalleria Rusticana", "The Stolen Requiem", and operatic ballet and dance diversifications under the direction of Florence Rudolph, first assistant to Rosina Galli at the Metropolitan. There is to be a chorus of 250 chosen as was that of equal number last season from singing societies, choirs, and classes in vocal instruction in St. Louis, and the orchestra of 80 pieces will comprise most of the St. Louis Symphony orchestra. Vittori Verse, of the Metropolitan staff and Isaac Van Grover, the Chicago conductor-composer, will alternate at the conductor's desk, while Giuseppe Cesati of the Metropolitan will train the chorus.

From the singers of the Metropolitan and Chicago companies and other operatic organizations of distinction both

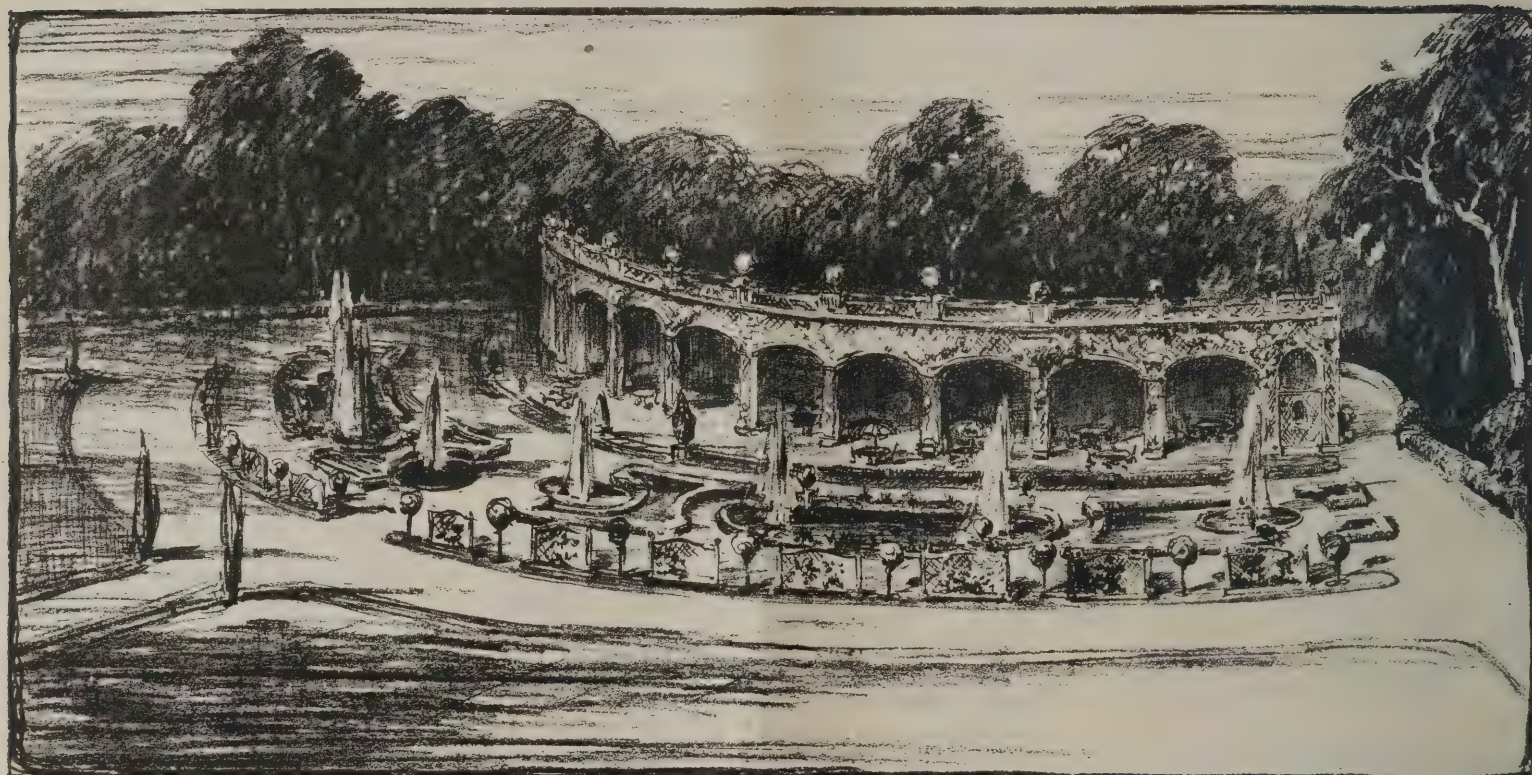
St. Louis' Muny Opera

ST. LOUIS' Municipal Outdoor Theater is continuing this year to set a pace for entertaining its populace during the warm months amid delightful surroundings. Cities throughout the United States have sent delegations of citizens here to study our theater and the popularity of al fresco productions, which has spread generally in this nation, is attributable in large measure to the outstanding success of our Municipal Theater and its productions.

William R. Hopkins, City Manager of the City of Cleveland, when he was in St. Louis recently, spent several hours inspecting the theater and said, at the conclusion of his visit, that the theater itself lives up in every detail to its praises as they have been published in newspapers and magazines from time to time.

Garden Theater, Sponsored by St. Louis Business Men, to Open July 6

"Electra", Greek Drama Classic, Will Be First Production, Starring Miss Margaret Anglin—Theater Will Have Capacity of about 3000



Plan of Garden Theater Stage

ST. LOUIS, this summer, will have two outdoor theaters where alfresco productions will be given—one of them the Municipal Theater in Forest Park and the other the Garden Theater on Olive Street Road, near the Creve Coeur lake car tracks, sponsored by Flint Garrison and Joseph Solari. The Garden Theater is nearing completion rapidly and its first production, Sophocles' "Electra", a Greek drama, will be given the week of July 6 to 18. Miss Margaret Anglin, who is known to many St. Louisans, will be starred in the opening production.

An artificially created "hill" has been erected, on which 3000 persons may be seated, each seat giving a good view of the stage and being within easy hearing distance. Shelter is provided for the audiences also, in case of inclement weather and it is planned that where the weather does not permit performances in the theater, free concerts will be given.

Mr. Garrison is being assisted by a group of business men who have been active in fostering the advancement of St. Louis.

When Miss Anglin was taken out to see the new theater, while the wooden forms were being made, her artistic sense visioned the alfresco place. She was willing to open the theater with Sophocles' "Electra". She had booked passage to Europe and was going to spend the summer there, but then decided to have a flying trip to London only and rush back to this country and come to St. Louis where she will personally direct and produce this wonderful Greek drama which has survived the centuries.

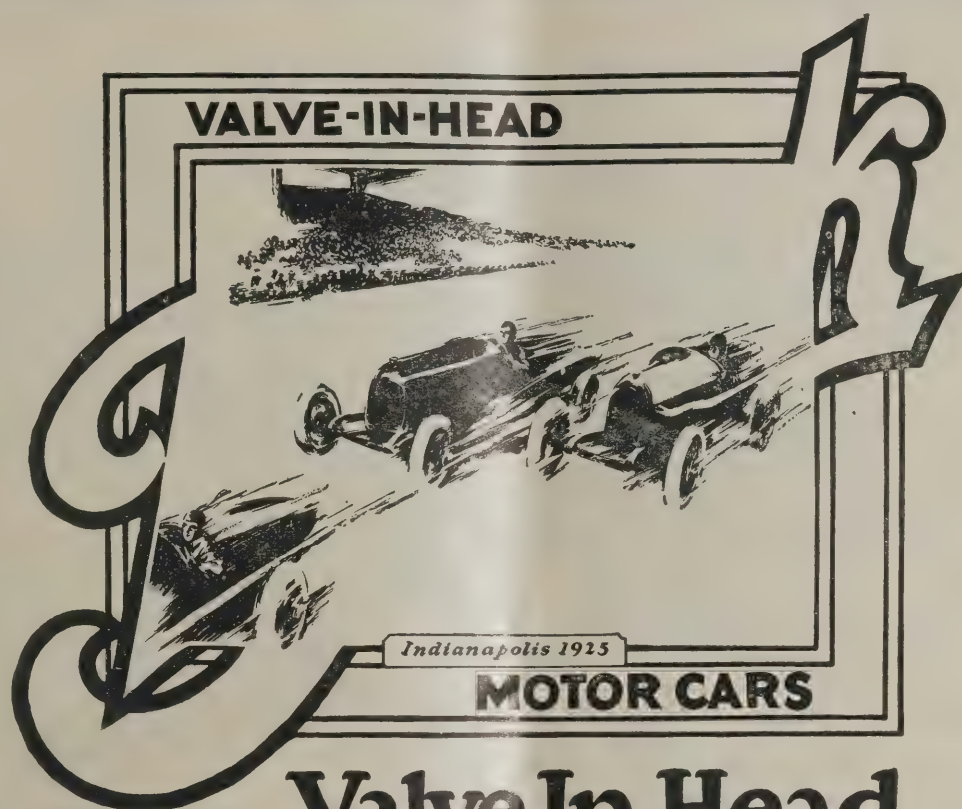
Among those associated with Garrison in the enterprise are some who took a leading part in connection with the St. Louis Pageant and Masque, the Municipal Theater and the Fashion Show. Among the incorporators of Garden Theater Company are: John H. Gundlach, who was chairman of the St. Louis Pageant Drama Association; Frank P. Crunden, who

was on the advisory board; Charles H. Diel, vice-chairman of the cast committee; Oscar Leonard, a member of the productions committee and in charge of foreign group work; Luther Ely Smith who was secretary of the Pageant Association; Aaron Rauh, chairman of the finance committee of the Fashion Show; Margaret Breen, designer of costumes for the Fashion Show; Mr. Garrison, who was active on the publicity committee of the Pageant and Masque, and Mr. Solari, director of Garden Theater, who was associated with Thomas Wood Stevens in the production of the Pageant as assistant stage director.

After the presentation of the Pageant and Masque it was felt it would be unwise to dismiss the committees which had done such fine work for the city. It was then decided to observe the Shakespeare festival properly and an organization was formed, which resulted in the production of "As You Like It", starring Miss Anglin, in the temporary theater in Forest Park which became subsequently the Municipal Theater.

The complete list of incorporators of Garden Theater is: Flint Garrison, General Manager, The Drygoodsman; J. Lionberger Davis, Chairman of the Board, Security National Bank; John H. Gundlach, President, John H. Gundlach & Company; Luther Ely Smith, Smith & Percy; Aaron Rauh, General Manager, Rice-Stix Dry Goods Company; Michael Levy, Secretary, Garrison-Wagner Printing Company; Irvin Bettmann, President, Bettmann-Kleinhauser Clothing Company; George M. Wagner, Vice-President, Garrison-Wagner Printing Company; Clarence L. Fisher, President, Fisher-Brown Advertising Agency; Charles H. Diel, Sales Manager, Carleton Dry Goods Company; Margaret Breen, Costume Designer; F. H. Littlefield, President, Standard Masonic Publishing Company; Joseph Solari, Theatrical Director; Jas. H. Hewit, Jr., Manager, A. H. Rice Company; Wm. A. Parson, Musical

(Continued on Page 24)



Valve-In-Head for Speed and Power!

*Racers use the Type of Engine
BUICK has made Famous*

A Valve-in-Head won on Memorial Day! A Valve-in-Head has won every 500-mile race since 1912.

Why? Because Valve-in-Head means the greatest speed and the greatest power.

Thirteen consecutive years of triumph for Valve-in-Head racing engines have brought universal acceptance of this type for the 500-mile classic.

Buick engineers were the first to

recognize the superiority of the Valve-in-Head type of engine and Buick has concentrated on the Valve-in-Head since 1904. There are more than 1,000,000 Buick Valve-in-Head engines in use today.

You will find that a Buick Valve-in-Head is more dependable; that it has an extra volume of power for hills and traffic; and that it gets more miles out of the same quantity of gasoline and oil.

Be with the winners. Drive a Buick.

South Side Buick Auto Co.
3456 S. Grand Boul.

Kuhs-Buick Co.
2837 N. Grand Boul.

E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

West Side Buick Auto Co.
Kingshighway and McPherson

East Side Buick Co.
326 N. 10th St., E. St. Louis, Ill.

Jakes-Buick Auto Co.
Kirkwood, Mo.

Schnure Motor Co.
2938-50 Olive St.

Vesper-Buick Auto Co.
Lindell at Grand

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Missouri Industry Shows Great Gain, Government Bureau Announces

Increase of 33.1 Per Cent for 1923 Over 1921, With 25.8 Per Cent More Workers Employed—More Than Half of Industrial Output Produced in St. Louis

THE Department of Commerce announces that, according to a summarization of data collected at the biennial census of manufactures, 1923, the value of products (at factory prices) of manufacturing establishments in Missouri aggregated \$1,547,167,000. This aggregate represents an increase of 33.1 per cent as compared with \$1,162,006,000 in 1921.

These figures relate to manufacturing establishments whose output during the year was valued at \$5,000 or more.

The average number of wage earners employed during 1923, 196,693, exceeded by 25.8 per cent the number reported for 1921, 156,384; and the total wage payments in 1923, \$228,015,000, show an increase of 24.7 per cent as compared with \$182,897,000 in 1921.

The manufacture of boots and shoes, other than rubber, is the leading industry in Missouri, as measured by number of wage earners. In this industry the average number of wage earners employed during the census year increased from 15,245 in 1921 to 23,019 in 1923, the rate of increase being 51 per cent.

Measured by total value of products, however, the slaughtering and meat-packing industry is the most important in the State. This industry, which employed 6,865 wage earners in 1923, reported a total output valued at \$152,917,000, an increase of 13.3 per cent over the 1921 total, \$134,960,000.

A table presenting statistics for the leading 20 manufacturing industries in Missouri, listed in the order of their importance as measured by the average number of wage earners employed in 1923, will be found on page 22.

The Globe-Democrat, in an editorial under the caption, "Landmark in Industry", commented upon the statistics as follows:

"It may be that in the future certain figures now made public on the output of Missouri products will be looked back on as fixing a rather important landmark in the state's industrial development. At least the trend they indicate is encouraging and they have a special interest for Missourians ambitious to know their Missouri.

"These figures are for 1923, and their collection and compilation by the federal census of manufactures have occupied many months since that year. They show that at factory prices the value of all manufactured goods in this state then reached a total of \$1,547,167,000. The figures of the same census taken in 1921 showed a value of \$1,162,006,000. The increase is 33.1 per cent.

"The workers employed in Missouri manufacturing establishments in 1923 numbered 196,693, an increase of 25.8 per cent, and the wages paid totaled \$228,015,000, an increase of 24.7 per cent. These percentages indicate the maintenance of wage scales at a fairly stable level. While the boot and shoe industry exceeded all others in the number of employes—23,019, an increase of no less than 51 per cent—the meat packing industry, with only 6865 employes, exceeded all others in the value of its output, placed at \$152,917,000, as compared with \$134,960,000 in 1921.

"This increase of one-third in two years in the value of all manufactured products is a very satisfactory exhibit on that progress toward greater diversity in all the industries and all the products of a state, which is as important as greater diversity of crops to the single industry of farming. Certain factories of small output are not included in the exhibit, and the statement that their inclusion would not increase much the totals is not needed to realize that the establishment of many factories of modest size is one of the needs of Missouri.

"Plants of moderate capacity devoted to the production of various specialties required in his operations and located in towns of a few hundred or a few thousand inhabitants, adjacent to water power where possible, exemplify one of the distinctive and also one of the sound policies of Mr. Ford. We must look forward to a wider distribution of industries in Missouri, to a time when none of our attractive interior towns of wholesome, enjoyable living conditions will be without a source of local pride in a well-managed industrial plant, increasing the local opportunities for employment and tending to check the rush to the congested centers.

"Missouri is greatly favored in all the essentials of a great manufacturing commonwealth—raw material in varied form, coal, abundant water power, an ingenious, adaptable population. The industrial development we ought to have will bring not only increased resources in wealth creation, but an enriched state outlook, a changed and broader psychology; and in seeking these advantages in the future, we do not need to look alone to those conventional lines of manufacture in which there is already overproduction and in which further ventures may incur large hazards.

"One-third of all the industrial workers of the United States are now employed in three great industries which virtually were nonexistent twenty-five years ago. These are the industry devoted to motors, the industry devoted to certain kinds of electric apparatus and utensils and the industry devoted to certain chemical products. What three industries, now unknown, will be employing an equal ratio of workers twenty-five years from now? What will be Missouri's representation in them?"

It is estimated that more than half of the industrial products of Missouri are produced in St. Louis.

"A comparison of the figures for 1923 with those for 1921 shows that the steady and consistent growth in industrial operations in Missouri is in line with the increase in St. Louis as there were 40,309 more wage earners employed in the state in 1923 than in 1921, an increase of \$45,118,448 in wages and an increase of \$385,161,130 in value of products produced," it is pointed out in a statement of the Chamber's Industrial Department.

"As the major portion of the industries of the state are located in St. Louis, it is evident that the city's industries are reaping the reward of its manifest advantages, of abundant labor, good transportation by rail and river, cheap fuel and accessible raw materials.

"The importance of our developed markets, superior distributing facilities and our low assembly costs for materials clearly demonstrate the opportunity for the future industrial growth of the St. Louis industrial district.

"The success of diversified industries in St. Louis is further proof of the important advantages of the district and its desirability for a factory location.

"The central location of St. Louis in the matter of service is one of the extraordinary factors of an economic character that appeals to the manufacturer with a national distribution, as it enables him to make quicker deliveries at a lower average cost.

"St. Louis is increasing in importance as one of the leading manufacturing cities, now having the largest individual plants in the world making shoes, drugs, tobacco and stoves, and also enjoys the distinction of being the center of the world's largest lead and zinc producing district, a leadership which

(Continued on Page 22)



Decidedly out of the ordinary

Illinois Central—"The Road of Travel Luxury"—introduces still another innovation in St. Louis-Chicago travel with the inauguration, on its *Daylight Special*, of a distinctly new type of parlor car especially designed for your comfort. Large, roomy and airy. All-steel battleship construction. Decorated as tastefully and harmoniously as the drawing-room of your own home—with an air of restfulness decidedly out of the ordinary in railroad cars.

These palatial new parlor cars are now standard equipment on the *Daylight Special*, the Illinois Central's 6½-hour Chicago train with the famous Library-Lounge—the finest women's car in the world. Afternoon tea served in the Lounge from 2:00 p. m. Special club section for men. Lv. St. Louis 12:15 p. m. (central standard time); arrives Chicago 6½ hours later.

Diamond Special—Finest overnight train in the world. Equipped with famous Salon-Buffer car. Leaves St. Louis 11:48 p. m.; arrives Chicago 7:43 a. m.

For fares and reservations, ask

City Ticket Office, 324 N. Broadway
Phone: Olive 2032

Union Station Ticket Office, 18th and Market Sts.
Phone: Main 4700

Address mail inquiries to F. D. Miller, Assistant General Passenger Agent, Illinois Central R. R.
910 Planters Bldg., 408 Pine St., St. Louis, Mo.

Illinois Central

THE ROAD OF TRAVEL LUXURY

F. E. Gunter Elected President Of Liberty Central



**F. E. Gunter, President,
Liberty Central Trust Company**

THE Board of Directors of the Liberty Central Trust Company of St. Louis recently elected F. E. Gunter President. Mr. Gunter purchased the stock of J. L. Johnston and his father, J. T. M. Johnston. W. N. Bemis, who was serving as temporary President since last March, and the Board of Directors of the Liberty Central Trust Company,

have been canvassing for some time in order to secure an experienced banker to head the institution.

Mr. Gunter was born near Europa, Mississippi, on January 20, 1879, and is a graduate of Millsaps College. He has served as Vice-President of the Merchants Bank & Trust Company, Jackson, Mississippi, and as Chairman of the Board of Bank Commissioners of the State of Mississippi. In 1918 he served as War Savings Director of that State. He became Vice-President of the Canal-Commercial Trust & Savings Bank in 1918, and was, until his appointment with the Liberty Central Trust Company, executive Vice-President and Director of that institution. The Canal-Commercial Trust & Savings Bank of New Orleans is the largest bank in the South, with total footings of over Ninety Million. He has been very active in civic, banking and business interests in the City of New Orleans and is a member of the Board of Directors of the following companies:

The Chicago, St. Louis and New Orleans Railroad, which is the Illinois Central Railway Company to New Orleans; Gulf & Ship Island Railway Company; United States Fidelity & Guaranty Company of Baltimore; Mechanics Traders Fire Insurance Company, Hartford, Conn.; Mortgage & Securities Company of New Orleans; First Joint Stock and Land Bank of New Orleans; Treasurer and Director of the Hunter Canal Company; Secretary and Director of the Phoenix Development Company; Trustee of Centenary College, Shreveport, La.

Mississippi Valley Replacing Atlantic Seaboard Industrially

Elon H. Hooker, president of the Manufacturing Chemists' Association, at their annual meeting in New York City recently, declared the great Mississippi Valley is replacing the Atlantic seaboard as the industrial center of the nation. Mr. Hooker, who is president of the Hooker Electro-Chemical Company of Niagara Falls, declared that a great industrial giant will grow up in the Mississippi Valley during the next half century.

"Industry in the great Central West is already beginning to loosen its bonds," Mr. Hooker, said, "and is seeking an outlet down the Mississippi and into the Gulf of Mexico, thence down the coasts of South America, through the Panama Canal and into the Orient and the islands of the Pacific.

"In these directions does the Mississippi valley industry seek its freedom, and in this I believe is the essence of America's safety from foreign entanglements and danger of war.

"America has been all too slow in building closer relations with South America. We had a growing and lucrative South American trade before the war, but we have lost much of it. In my own company I have a painful reminder of this loss. We lost largely to England through the wise and far-sighted policy of England in using the funds we loaned her in time of war to prepare for times of peace. England is now rapidly losing this trade to Germany. But that field by all traditions belongs to American manufacturers, and the time is coming when the peculiar geographical advantage of our great central valley for discharging its products to the southern zone will make South America the natural market for our commodities, and a market which the United States cannot afford to yield to any form of European competition."

Harry Scullin Heads Associated Industries

HARRY SCULLIN, President of the Scullin Steel Company, and Chairman of the Chamber's Terminals Committee, was elected President of the Associated Industries of Missouri at its annual election held in St. Louis recently. Robt. R. Clark, St. Joseph, President of the Aunt Jemima Mills Company, was elected First Vice-President; Bruce Forrester, Kansas City, President of the Forrester-Nace Box Company, Second Vice-President; R. W. Williams, St. Louis, Vice-President of the American Brake Company, Treasurer; and Elmer Donnell of St. Louis, Managing Director.

The Directors are: Mr. Clark, President, Aunt Jemima Mills Company, St. Joseph; C. H. Bacher, President, Roberts Cone Mfg. Company, St. Joseph; A. Hargraves, President, City Ice Company, Kansas City; James McQueeney, Vice-President, Loose-Wiles Biscuit Company, Kansas City; J. H. Himmelberger, President, Himmelberger - Harrison Lumber Co., Cape Girardeau; Arch McGregor, President, McGregor Noe Hardware Company, Springfield; Elbert S. Miner, Vice-President, Miner & Frees Lumber Co., Ridgeway; Luther Nickell, President, Fulton Fire Brick Company, Fulton; A. E. Weston, President, Neosho Nurseries, Neosho; Frank R. Dillman, President, Dillman Egg Case Company, Caruthersville; E. R. Fish, Vice-President, Heine Boiler Co., St. Louis; A. F. L. Schmidt, President, Blanke-Wenneker Candy Company, St. Louis; I. R. L. Wiles, President, Wiles-Chipman Lumber Co., St. Louis; Fred L. Dickey, Vice-President, W. S. Dickey Clay Mfg. Co., Kansas City; Geo. R. Collett, General Manager, Kansas City Stock Yards, Kansas City; Conrad H. Mann, 1008 Commerce Bldg., Kansas City; F. W. Porter, President, Munger's Laundry, Kansas City; Bruce Forrester, President, Forrester-Nace Box Co., Kansas City; W. S. Finnell, President, American Scrubbing Equipment Co., Hannibal; H. C. Herschman, General Manager, St. Joseph Whse. & Cold Stor. Co., St. Joseph; E. L. Platt, President, American Electric Co., St. Joseph; F. C. Ralston, President, Joplin Supply Co., Joplin; C. J. Adami, General Manager, St. Joseph Lead Co., Bonne Terre; S. R. Morrow, President, Morrow Kidder Milling Co., Carthage; W. J. Dysart, Secretary and Treasurer, Woods-Evertz Stove Co., Springfield; E. J. Miller, President, St. Louis Screw Co., St. Louis; Mr. Scullin, R. H. Switzler, Secretary and Treasurer, St. Louis Refrigerating & Cold Storage Co., St. Louis; and E. R. McCarthy, Vice-President, Brown Shoe Company, St. Louis.

Ernst & Ernst Issue Pamphlet On Good Will

Ernst & Ernst have recently had printed an article by Mr. A. C. Ernst which appeared in Printers' Ink some time ago dealing with the subject of "Good Will and Its Valuation". This article aroused such wide interest as to warrant its publication in booklet form and copies will be mailed to business executives upon request.

The article tells just what Good Will is, the many ways in which it affects business, its influence on security prices, its relation to tangible assets, and how it may be appraised. Court decisions are quoted bearing upon the taxability of Good Will and suggestions are given for preparing an estate to meet tax demands.

All in all it is a booklet worthy of the most careful reading and certainly one which should find a place on every business man's desk.

For The Busy

Business Man's

Vacation—

Located in the beautiful Ozark country, Wildwood Springs Club, is an ideal place for a week-end stay or an extended vacation.

Make reservations now for the summer.

Phone or Write

**WILDWOOD SPRINGS
CLUB**

STEELVILLE, MO.



House of Good Shepherd

*Can steel have
a heart?*

We believe that steel does have a heart when every man responsible for it has put *his* heart into his work.

That is why there has grown within our organization a sporting feeling about every job—unselfish team work toward a definite end—resolution to overcome all handicaps—determination to reach the goal set by our sense of moral responsibility.

Is some construction problem puzzling you? We are steel specialists, always welcoming the opportunity of tackling difficulties—and overcoming them.

MISSISSIPPI VALLEY STRUCTURAL STEEL CO.

Engineers and Builders

Owning and operating plants at St. Louis, Missouri, and Decatur, Illinois.
St. Louis plant located at 3117 Big Bend Road.

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. Costs but \$16.00 per year. *Can you afford to be without it?*

If any kicks, tell the TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Simmons Hardware Co.

Your co-operation will help to maintain prompt, regular *freight service* on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.

Midwest Piping & Supply Co. in New Building



The Midwest Piping and Supply Company is now in its new building, where the firm has greatly increased floor space. Greater production facilities were made necessary by a steady growth of the firm's business. The new building was erected by the Fruin-Colnon Construction Company.

St. Louis Bus Company Considering Extension of Lines

Jennings Road

W. Florissant from Robin Ave. to Jennings Rd., to Hord Ave. (Jennings), to Scott Ave. (Woodland). And return by same route.

Transfers to Bellefontaine car line.

Morganford-Kingshighway Route

Morganford Rd. from Arsenal to Delor, to Kingshighway, to Gravois. And return by the same route.

Transfers to street car lines as follows: Vandeventer, Tower Grove, Cherokee, and Southampton.

The Company is also operating a special service to the Municipal Opera which enables street car passengers from any part of the city to transfer to either the Delmar, Union or University car line and upon payment of 3 cents to the street car conductor get a transfer to the bus line operating over DeBaliviere avenue direct to the theatre entrance. The return is made in the same manner as the passenger, upon payment of 10 cents on the bus, can transfer to either of these three car lines and from these to any connecting car lines.

Applications have been made to The St. Louis Bus Company to operate this co-ordinated service in other sections of the city and these are being studied with the idea of supplying such service as can be provided without waiting until the actual reorganization of the new transportation company.

THE St. Louis Bus Company, organized last November by a committee of which F. O. Watts, President of the First National Bank is chairman, and which has undertaken the work of reorganizing the United Railways Company, has been operating busses to districts which existing street car lines do not traverse and gradually is being added to, taking in all such sections.

The reorganizers of the railways did not wish to delay installation of such service until after the new transportation company had been formed and, therefore, supplied it themselves because of the fact that the railways company, being in receivership, was unable to do so. After reorganization is completed the bus lines operated by The St. Louis Bus Company will become a part of the unified transportation system. At the present time a street car passenger receives a transfer to one of these bus lines upon paying an additional 3 cents and a passenger who starts his ride on one of these busses, paying the usual bus fare of 10 cents, receives a free transfer to the street cars which enables him to ride to any part of the city.

The St. Louis Bus Company is now operating the routes and transferring to the street cars, as follows:

Natural Bridge-West Florissant Route

Natural Bridge Rd. from Kingshighway Blvd. to Jennings Rd., to Melrose Ave., to W. Florissant, to Robin Ave. And return by the same route.

Transfers to car lines as follows: Natural Bridge, Union and Bellefontaine.

MISSOURI PACIFIC RAILROAD COMPANY
GULF COAST LINES INTERNATIONAL-GREAT NORTHERN

Agricultural Development Is Paramount Issue Along Missouri Pacific Lines

EVERYONE admits the basic importance of Agriculture and everyone knows that sound and lasting prosperity is absolutely dependent upon the prosperity of the Agricultural industry. We, of the Missouri Pacific Lines, recognizing this fundamental economic truth, are doing everything possible to assist in putting all branches of Agriculture on a happy and prosperous basis.

Agricultural development, or the responsibility for it, rests primarily on the people who are living on the land. Institutions such as the Missouri Pacific can, and our desire is, to lend every possible assistance. With this in view there has been organized on the Missouri Pacific and now is in successful operation, an Agricultural Development Department, headed by and composed of experts. This department and the men who are members of the staff are available to aid in the development in any community or section along sound and practical lines.

Experts employed by the Missouri Pacific Lines, and available for co-operation with people along our lines, are prepared to assist in campaigns of education with a view to proper development and production of any commodity in any community or district. We do not advocate growing two blades of grass where one grew before, but we are prepared to help determine what crops can be produced to best advantage and marketed to best advantage. And we know that the quantity production of any crop in any district is advantageous, for it enables the producers to market the commodity to best advantage and frequently makes it possible to exercise a determining influence on consuming market values.

There are vast areas of undeveloped territory along the Missouri Pacific Lines, and we of the Missouri Pacific will gladly aid farmers and any others interested in development of that territory, and in obtaining best locations for that development. There are other large areas which have been developed to some extent, but which can be further developed to great advantage, and it is our desire to be helpful in assisting and in bringing about proper development of such locations.

Our organization solicits the opportunity to be helpful wherever we can. And anyone interested should feel free to consult us about conditions in any section served by our lines.

As a result of the work of the Missouri Pacific Lines, hundreds of thousands of dollars of new wealth have been put in circulation in many communities and more such tangible prosperity is in prospect in other places served by our lines. This prosperity reflects itself in every line of business. And it is the desire of the Missouri Pacific to be helpful in this and in every other way so that the entire territory served by our lines may enjoy the fullest measure of prosperity and happiness.

I solicit your co-operation and suggestions.



W. A. R. Bachman
President

U. S. Chamber Convention

(Continued from Page 7)

opinion. This is the greatest of the functions of your association."

Turning to the organization's work for the reform and improvement of business conduct, the chief justice declared:

"I am confident that with your marvelous growth, the sound principles upon which you have established your association, and the great opportunities that present themselves for usefulness, the future of this organization will show it to be one of the real nonofficial factors in the progress of our country.

"You have united together in a common and effective purpose the great body of intelligent and active business men of the United States and you have furnished for the people of the country an instrument for the effective organization of opinion that is and will continue to be of the highest benefit."

Two St. Louisans—Mr. Markham and Mr. Bunn—were appointed to places on the Committee on Resolutions and the Committee on Credentials, respectively.

"Greater St. Louis" Gets Jobs for Rehabilitated Veterans

Thirty-one world war veterans who have been trained in various lines by the U. S. Veterans' Bureau of St. Louis were listed in an article in GREATER ST. LOUIS recently, with the request that St. Louis firms who needed such employees place them if possible. Within a short time all of these men had positions.

Chas. G. Beck, Regional Manager of this district, wrote the Chamber on this subject: "Permit me to take this means of expressing the appreciation of myself and other employees of the Veterans' Bureau for the splendid manner in which your organization has and is assisting this Bureau with its rehabilitation program."

Gain In Missouri Industry

(Continued from Page 16)

everything indicates this city will be able to maintain indefinitely.

"The demand now for increased manufacturing facilities is shown by the extensive new industrial construction now under way for such corporations as the More-Jones Brass & Metal Company, Woodward & Tiernan Printing Company, St. Louis Screw Company, Mississippi Glass Company, Westcott Valve Company, Union Electric Light & Power Company and the Mavakros Candy Company.

"This industrial expansion has brought to

St. Louis an army of new workers, making it necessary for the Public Service corporations, merchants and others to add to their service facilities that may be visualized in the new buildings of such organizations as the Bell Telephone Company, Roxana Oil Company, Standard Oil Company, B. Nugent & Bro. Dry Goods Company, Famous-Barr Company, Federal Reserve Bank, Mayfair Hotel, Metropolitan Theater, Public Market and office, garage, and many other buildings."

Summary for Manufacturing Industries in Missouri: 1923 and 1921.

(Industries listed according to average number of wage earners employed during 1923.)

	Census year	Number of Establishments	Wage Earners (average number)	Wages	Value of Products
Total—All industries.....	1923 1921	5,292 5,442	196,693 156,384	\$228,014,986 182,896,538	\$1,547,167,429 1,162,006,299
Boots and shoes, other than rubber.....	1923 1921	65 60	23,019 15,245	22,234,797 14,570,775	121,830,354 87,715,281
Steam-railroad repair shops.....	1923 1921	62 58	12,274 11,418	18,676,232 18,657,006	35,157,956 33,250,164
Clothing, men's (outer garments only)....	1923 1921	101 103	8,548 7,037	7,643,743 5,315,608	38,262,839 26,613,023
Foundry and machine-shop products, not elsewhere classified.....	1923 1921	220 229	7,598 6,744	10,965,302 8,653,834	44,086,595 34,386,388
Slaughtering and meat packing, wholesale.	1923 1921	44 44	6,865 5,993	7,927,120 8,027,551	152,916,678 134,960,496
Bread and other bakery products.....	1923 1921	644 723	6,281 6,145	7,748,358 7,366,431	40,888,216 40,762,158
Clay products (other than pottery) and nonclay refractories.....	1923 1921	61 55	6,233 3,963	7,205,075 4,106,863	18,509,934 10,848,963
Electrical machinery, apparatus and supplies.....	1923 1921	57 47	5,492 3,616	6,101,374 3,490,689	27,883,361 17,312,741
Printing and publishing, book and job....	1923 1921	385 394	5,092 5,262	7,569,328 7,618,767	28,502,917 27,603,436
Cars, steam-railroad, not built in railroad repair shops.....	1923 1921	7 7	4,661 2,939	6,783,251 4,463,658	38,191,307 27,655,089
Lumber and timber products (logging and sawmill operations).....	1923 1921	127 123	4,197 3,245	3,370,350 2,176,682	13,246,146 7,108,761
Printing and publishing, newspapers and periodicals.....	1923 1921	358 387	3,778 3,611	6,114,697 5,643,805	39,312,998 38,104,298
Shirts.....	1923 1921	19 18	3,597 3,073	2,123,171 2,109,596	10,122,770 10,209,961
Furniture (including show cases).....	1923 1921	84 88	3,583 2,861	4,313,717 3,590,358	16,534,607 13,337,916
Motor vehicles (not including motorcycles)	1923 1921	11 12	3,581 1,607	5,684,254 2,630,550	137,447,034 58,141,374
Confectionery and ice cream.....	1923 1921	122 138	3,102 2,931	2,854,269 2,760,793	20,919,396 18,042,582
Steel works and rolling mills.....	1923 1921	6 6	2,917 1,831	4,812,914 4,006,132	17,395,288 9,693,211
Clothing, women's.....	1923 1921	85 91	2,904 2,887	2,825,124 2,676,412	15,886,344 13,601,042
Paper boxes and containers.....	1923 1921	49 47	2,839 1,876	2,574,083 1,607,929	13,010,767 7,977,584
Motor-vehicle bodies and parts.....	1923 1921	78 71	2,712 1,045	3,857,482 1,460,691	17,841,081 4,517,255
All other industries.....	1923 1921	2,707 2,741	77,420 63,055	86,630,345 71,962,408	699,220,841 540,164,579

Foreign Trade Meeting

(Continued from Page 8)

M. E. Woods, Foreign Trade Secretary of the Cleveland Chamber of Commerce, also a delegate to the Trade Conference, gave it as his opinion that in no other way than by such trade conferences could interest be stimulated in foreign trade. "From the interest and enthusiasm shown by the delegates, I think there is no question as to the success and value of the conference," said Mr. Wood.

Similar expressions of commendation to those in charge of the arrangements were made by Malcolm M. Stewart, Manager Foreign Trade Department, Cincinnati Chamber of Commerce, and others connected officially with the foreign trade activities of various Chambers of Commerce located in the Middle West territory.

WEBSTER COLLEGE

for
Young Women
and Girls

The Ideal School for
Your Daughter or Ward
*Empowered by the State
to Confer Degrees*

FOR

Illustrated Prospectus of College
Address the Registrar

FOR

Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE

Webster Groves - - Missouri

Bell Telephone, Webster 1465

Member of the North Central Association of Colleges



SEVENTH AND
WASHINGTON AVE.

Grimm & Gorly Florists

St. Louis,

June 8th, 1925.

Which is Your Birthday Flower?

JANUARY
Carnations

Mr. Chas. B. Philibert,
City Club Building,
St. Louis, Missouri.

FEBRUARY
Violets

Dear Mr. Philibert:

MARCH
Jonquils

3 on Base--2 Out--Score 1-1 in the 9th.

APRIL
Sweetpeas

Motor Bus at the Bat--Wow!-----,
over the fence!

MAY
Lilies of the Valley

That's what the Motor Bus Card did for
the Punch that put over the big Birthday Idea.
Everybody saw it; everybody enjoyed it, and every-
body seemed to be in personal touch with the card
on the Bus. Clean, dignified and polite!

JUNE
Roses

JULY
Larkspur

AUGUST
Gladioli

We just received your bill and right here
is our check. I as president of the Grimm & Gorly
Floral Company want to thank you and the Motor Bus
Staff for their polite and courteous co-operation
and the wonderful success of the day.

SEPTEMBER
Asters

OCTOBER
Calendulas

Now as to the Boys on the Buses, they were
all so pleased and attentive, it was a real pleasure
and with such men as these, they will make the slogan:
"Polite Transportation" a real thing.

NOVEMBER
Chrysanthemums

DECEMBER
Narcissi

Very sincerely yours,

VJG:MM

Vincent J. Gorly.



"Say it with Flowers"

Holstein Association Convention at Fredmar Farms

THE Missouri State Holstein Friesian Association held its convention June 17 at Fredmar Farms of F. W. A. Vesper, Vice-President of the Association, and former president of the Chamber. This was the annual convention combined with an annual summer field day program of cattle judging and addresses on the care and breeding of Holstein herds.

The morning was devoted to an inspection of the Vesper herds and barns under the direction of D. Howard Doane of the Doane Agricultural Service Organization, which manages the Fredmar Farms. A picnic lunch was given at noon by Mr. Vesper at which milk from the Vesper herds was served.

The afternoon program started at 1 p. m. with Glenn G. Davis presiding. Mr. Davis is president of the Missouri State Holstein Friesian Association. Mr. Vesper delivered an address of welcome to all the members of the State Association, which was answered by A. B. Cole, Secretary. W. Palmer Clarkson, President of the Chamber of Commerce, told of the work the Chamber is doing to assist agricultural agencies already established for the purpose of helping the farmer.

Other speakers on the program were: Paul V. Bunn, General Secretary of the Chamber; R. S. Rauschkolb, Manager of the Development Service Bureau of the Chamber; John F. Case, President of the Missouri State Board of Agriculture and editor of the "Missouri Ruralist"; Harry W. Gleim, Secretary of the Iowa Holstein Friesian Association; A. G. Ragsdale, Professor Dairy Husbandry, University of Missouri; E. G. Bennett, Dairy Commissioner of Missouri; D. Howard Doane,

Doane Agricultural Service, Manager of the Fredmar Farms and J. P. Eves, Secretary of the Dairy Cattle Congress, Waterloo, Iowa.

Following the speaking program, Mr. Eves demonstrated how to judge dairy cattle. The ten ton type herd was on display during the entire day and was used as demonstration material for Mr. Eves' talk. The slogan of the Fredmar Farms is "The Ten Ton Type". Mr. Vesper has on his farm several Holsteins in the state and national championship class, and has this to say concerning his dairying program:

"Judging from an observation of some years, we feel that the real answer to the Holstein proposition is the milk production which governs the check that is received at the end of the week or month and not the abnormal butter records that has been receiving so much attention. I cannot help but feel that a Holstein cow that gives a lot of milk, which contains a sensible and proper proportion of butter-fat, is the real producer and will bring the real returns to the owner and it is on this basis that we propose to carry on our breeding operations from a foundation of animals, all of whom have produced over ten tons of milk in a year with a general average of around 1,000 pounds of butter."

Garden Theater Completed

(Continued from Page 14)

Director; Harry Bortin, President, Associated Specialists, Inc.; F. P. Crunden, President, Crunden-Martin Manufacturing Co.; Major Levy, Major Manufacturing Co.; Mills Wellsford, Associate Editor, The Drygoodsman; Oscar Leonard, President, Mutual Finance & Realty Company; Henry Wright, Landscape Architect.

The prices will run from \$2.50 for the best boxes to \$1 for second circle seats. The theater is so built that every seat in the place is a good seat. Were it not for the trees and shrubs one would be under the impression that it is an indoor playhouse, so intimate seems to be the relation of stage to auditorium, those who planned the theater say.

Garden Theater is under the control of two corporations. One of these is the landholding organization capitalized at \$100,000 and the other is the operating company capitalized at \$60,000 equally divided into preferred and common stock. The operating company is lessee of the theater and controls the artistic policy of the theater.

The landscaping of the Garden where the theater is located will take several years to complete.

There will be parking facilities for between five and six hundred cars, special loop for the busses, and stands for taxis. These will be separate from pedestrian walks so as not to interfere with the comfort or safety of those who come on the street car. The transportation facilities for all who come are so excellent that there will be no crowding.

Arrangements are being made for a tea room which will be conducted along unique lines with a homey atmosphere. In all things Garden Theater will have in mind the fact that there is room for beauty in the life of a great city and that a city can grow really great only in as far as it takes into account the need of beauty in life, its sponsors promise.

Missouri-Pacific Has New Pullman Service

THROUGH sleeping car service through the St. Louis gateway between Chicago and Hot Springs and from Chicago to Lake Charles, La., and a revision of train schedules permitting an early afternoon departure from Hot Springs and Little Rock and night connection at St. Louis with trains to the North and East are provided for in a readjustment of passenger trains on the Missouri Pacific, effective recently.

The Chicago-Hot Springs Pullman cars will be handled by the Wabash from Chicago to St. Louis, arriving in St. Louis to connect with the Missouri Pacific's Hot Springs Special, arriving at the health resort at 10 a. m. daily. The Chicago-Lake Charles sleeper will come into St. Louis over the Chicago and Alton, connecting at St. Louis with Missouri Pacific to Little Rock and on through to Lake Charles, La.

North bound, the through sleeper from Lake Charles to Chicago will be handled on a new fast train that is being inaugurated by the Missouri Pacific. This train will leave Little Rock daily at 2:55 p. m., arriving in St. Louis at 11:25 p. m., where connection will be made with Chicago and Alton train No. 78, leaving St. Louis at 11:45 p. m. and reaching Chicago the next morning at 6:45 a. m., daylight saving time.

The North-bound sleeper from Hot Springs will leave that point daily at 1:05 p. m., reaching Little Rock at 2:45 p. m. and connecting with the new train, No. 24, departing at 2:55 p. m. This car will be handled on Wabash No. 18, leaving St. Louis at 11:40 p. m. and arriving at Chicago the next morning at 6:50.

St. Louisan Wins Vail Bronze Bravery Medal

ROY LANGFORD, a supervisor in the construction department of the Southwestern Bell Telephone Co. here, has been awarded a Vail bronze medal for bravery in public service, it is announced by Percy Redmund, general manager of the telephone company.

Bronze medals are awarded annually by each of the 26 associated companies of the Bell System of which the Southwestern Bell Telephone Co. is one. Such awards are reviewed each year by a Vail medal committee representing all the companies who authorize the issuance of silver and gold medals carrying with them cash awards to employees whose heroism in public service is so outstanding as to deserve such recognition.

When Mr. Langford drove into an alley north of West Pine boulevard on the morning of September 25 last he saw overhead the limp form of a cableman, Francis McCabe whose arm had come in contact with a 2300-volt light wire. Mr. McCabe had collapsed and was hanging in his safety belt with one arm still resting on the wire.

Mr. Langford hurriedly climbed the pole, broke Mr. McCabe's contact with the wire by a movement of a wooden cable chair, held the unconscious body of the cableman in a safe position and shouted for help. A passerby telephoned for aid and shortly a hook and ladder company responded. With the assistance of the firemen Mr. McCabe was lowered to the ground and later resuscitated. The official notice of the award sets forth that his life was undoubtedly saved by Mr. Langford's prompt and courageous action.

The
WINKLE
TERRA COTTA
COMPANY
Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.



Part of Equipment (One Unit of Installation) in one of St. Louis' largest Dept. Stores

Why!

Big Businesses have adopted and are using the "Harvey" Machine Posting Ledger and Herring-Hall-Marvin Safes

Because—

The "Harvey" Machine Posting Ledger is the simplest operating and the fastest ledger on the market - has fewer operations - unlimited expansion - less parts - is neater - more compact - no keys required to open it - just push the button. The "Harvey" Ledger has four distinct models of which each of any one can be successfully applied to the necessary system of machine operation - now in use in many of the largest business houses in St. Louis (names upon request).

Because—

The Herring-Hall-Marvin Safes give the best protection against every destructive force of fire - most complete protection for valuable papers - *thirty per cent greater than the requirements of the Underwriters' Laboratories test for the "A" Label* - minimum rate for burglary insurance - interchangeable metal filing equipment for the interior - being counter height, it is especially adapted for housing ledger equipment, making for convenient reference, and the best of appearance in the office.

For satisfactory results install "Harvey" ledgers, with Herring-Hall-Marvin "Label" Safe protection.

¶ The unit illustrated above is one of seven, consisting of 70 Ledgers, 7 Posting Stands, and 7 Herring-Hall-Marvin Safes. ¶

Buxton & Skinner Office Outfitters
FOURTH ST. AND OLIVE - - ST. LOUIS, MO.
Telephone Main 3480

Reserve Bank in New Home

(Continued from Page 9)

assistant federal reserve agent, library, statistical division, federal reserve examiners, and the general auditor with his forces. The general bookkeeping and accounting staff is on this floor. The directors room and executive committee room are in the northwest and southwest corners of this floor, respectively.

On the third floor will be located the entire working force of the transit department, with its multitudinous equipment of mechanical adding and calculating machines and banking

ployees, together with space for an assembly room. In the tower, above the fourth floor are a small emergency hospital, and quarters for a doctor. On the same level the personnel department quarters are located. On all working floors there are toilet and locker facilities. The stories are connected by four elevators, only two of which will be placed in operation for the present.

The committee having charge of the building plans is composed of D. C. Biggs, Governor; William McC. Martin, Chairman of the Board

Some idea of the volume of work performed by the Federal Reserve Bank of St. Louis can be gained from the following statistics covering activities in the principal departments during the past three years:

NUMBER OF PIECES HANDLED

	1924	1923	1922
Bills discounted:			
Applications.....	8,810	10,618	9,802
Notes discounted.....	42,628	57,036	43,624
Bills purchased in open market for own account.....	3,547	1,934	2,423
Currency received and counted.....	107,280,000	105,278,000	94,931,000
Coin received and counted.....	120,109,000	121,128,000	126,429,000
Checks handled.....	45,793,000	43,736,000	38,476,000
Collection items handled:			
U. S. Government coupons paid.....	2,829,000	3,470,000	4,222,000
All other.....	265,000	244,000	197,000
U. S. securities—issues, redemptions, and exchanges by Fiscal Agency department.....	678,000	9,645,000	919,000
Transfer of funds.....	130,000	104,000	83,000
Envelopes received and dispatched.....	2,691,000	2,965,000

AMOUNTS HANDLED

Bills discounted.....	\$605,118,000	\$1,679,671,000	\$865,856,000
Bills purchased in open market for own account.....	50,732,000	32,580,000	33,736,000
Currency received and counted.....	484,795,000	520,881,000	473,065,000
Coin received and counted.....	15,502,000	14,705,000	13,631,000
Checks handled.....	9,966,285,000	9,547,434,000	6,114,442,000
Collection items handled:			
U. S. Government coupons paid.....	25,400,000	28,416,000	27,806,000
All other.....	318,103,000	395,426,000	287,681,000
U. S. securities—issues, redemptions, and exchanges by Fiscal Agency department.....	159,086,000	356,964,000	494,025,000
Transfer of funds.....	4,369,085,872	3,582,323,000	3,779,461,000

devices. This floor is without partition, there being an open space covering 20,000 square feet. This floor, as in the case of all working space, has acoustically treated ceilings, which deaden and absorb noise in a remarkable degree. Approximately 70,000 square feet of this sound-proof material has been used in the treatment of the ceilings.

A cafeteria for officers and employees occupies space on the fourth floor, and on this floor there are club rooms for men and women em-

and Federal Reserve Agent, and Rolla Wells, a director, with James G. McConkey, Secretary. A sub-committee, consisting of Olin M. Attebery, Deputy Governor, J. W. White, Cashier, and E. J. Novy, Auditor, supervised details of construction and furnishing. William C. Lewis served as consulting building expert and clerk of the works. The architects are Mauran, Russell and Crowell, and the general contractor the Westlake Construction Company, both of St. Louis.

"Tuberculosis Day" at Ball Game July 15

A HEALTHIEST family contest rivaled in interest only by the ridiculous antics of an athletic burlesque in which members of various civic organizations will participate will be the opening features of "Tuberculosis Day" which will be celebrated this year on Wednesday, July 15, at Sportsman's Park. This will be the eleventh annual benefit ball game and summer fete of the Tuberculosis Society of Saint Louis.

The truly big event of the occasion, however, will be the game between the Browns and Bostons. The Browns played in the first benefit Big League game in 1915. Then there will be still other attractions in addition to the healthiest family contest and athletic burlesque. The junior Marathon race and Girls' Shuttle Relay will be held as usual, and from the number of eager applicants, both events promise to be full of interest and excitement.

Thousands of presents will be given away also. More than 800 merchants and manufacturers have already donated their products to be distributed on this occasion. These presents, which are pouring in even faster than last year, are also more valuable, on the whole, than those of last year. They will all be on display a week or more before the day of the game.

The principal work of the Tuberculosis Society is the prevention of disease and promotion of health, and all the proceeds derived from the day's entertainment will be devoted to these ends. The Society feels that Tuberculosis Day and the ball game not only provide a day's enjoyment and funds for improving the health of the city, but also give an opportunity to bring to the attention of the thousands of people who attend, the necessity for retaining good health.

St. Louis Firm Gets Contract for Bridge At Columbus, Miss.

S. J. Riley, proprietor of a bridge building firm with offices in the International Life Building, has been awarded the contract to build a creosoted timber and steel bridge over the Tombigbee River at Columbus, Miss. His successful bid was \$147,459.70. The bridge will have one creosoted timber spring span and two 90-ft. steel spans.

Parcel Post Charge to Some Foreign Countries Changed

Effective June 15, 1925, it will be necessary to collect a terminal charge of 2 cents a pound or fraction of a pound, in addition to the postage rate of 12 cents a pound or fraction thereof, plus a transit charge, in some cases, on each parcel post package addressed for delivery in a foreign country, except those named below: Columbia, Cuba, Guadeloupe, Haiti, Japan, Panama and Peru.

The terminal charge, as well as the transit charge, where applicable, and the postage must be prepaid by means of postage stamps affixed to the wrapper of the parcel.

This terminal charge is intended partially to reimburse this Government for the charges made by foreign countries on parcel post packages received from the United States.

In this connection, attention is invited to the circumstances that the service charge of 2 cents per parcel applicable to domestic parcel post packages shall not be collected on parcels destined for any foreign country.

W. M. LEDBETTER
P. E. BURTON

"We Serve Your Needs"

M. B. MARSHALL
W. R. JACKSON

LEDBETTER, BURTON & MARSHALL

Public Relations Counselors

PUBLICITY
ADVERTISING

FINANCIAL CAMPAIGNS
ORGANIZATION WORK

Campaign Directors for Hospitals,
Commercial Organizations, Schools,
Churches and other social agencies.

MEMBERS—ST. LOUIS CHAMBER OF COMMERCE

1508 Federal Commerce Trust Bldg.,
Broadway and Pine Street

St. Louis, Mo., Tel.—Olive 1684

Director Malang Tells of Progress Made on Good Roads

IN a letter recently received by Roy F. Britton, President of the Automobile Club of Missouri, from John M. Malang, Director of the Good Roads Bureau of the Automobile Club of Missouri, progress being made on the State Highway System is told of by Director Malang as follows:

"I returned home yesterday, and upon investigation find I have driven 2000 miles of state roads.

"To us who have been connected with road progress for so many years, and who have had the vision to see what a road system would mean for Missouri, it is certainly gratifying to note the improvement, and while the system is far from completion, the marked improvement in the way of maintenance and construction fully justifies our efforts.

"The State system of roads as laid out, when completed, will transform Missouri, and especially the counties south of the Missouri River, and now that the vision is fast becoming a reality the thrill it brings is a great feeling. Many things are being done that probably could be corrected some, but as a whole I think the work is progressing as well as any organization of the size and character could do it.

"It is really remarkable to stop and discuss road maintenance and construction with the men employed by the Department, and see the interest manifested by those so engaged, but the real thrill comes from the gradual change that is being made.

Farm Products Have Greater Buying Power

THE purchasing power of farm products has been climbing steadily in recent months, according to statistics which have been compiled by the National Bank of Commerce. It was at its lowest ebb in the summer of 1922. The recovery received great impetus last year with the spectacular advance of grain prices. Wheat and corn have not held their extreme high quotations, but they remain 50 per cent or more above their levels of one year ago. Moreover, livestock prices are now definitely on the upgrade after years of bitter depression.

Three years ago a given quantity of farm products exchanged for industrial goods was worth only 68 per cent of its 1913 exchange value. This spring it is worth 97 per cent of the 1913 value. That means the purchasing power of the farmer has been virtually restored to normal and that it is the highest for any time since December, 1919. The wide gap between the prices of the things the farmer sells and the things he buys, at last has been bridged.

The result of these important developments is that the farmer once more is an important influence making for continued prosperity. That he is exercising his new found ability to buy is seen in the large gains for mail order sales, in the swelling demand for farm implements, and in the increase of sales of automobiles in the agricultural sections.

Columbia Cab Company Has Five New Machines

With the recent arrival of five new Premier cabs, the Columbia Cab Company, of which A. F. Versen is President, now has a total of 35 cabs in service. The company commenced in November, 1924, with 25 cabs, and has experienced a rapid growth in its business.

"In addition to our trunk line system, the secondary system is going to be such an improvement that all Missourians will be satisfied, and we may look upon this achievement with pardonable pride.

"In a few years one may start nearly anywhere in Missouri at populated centers, and drive on boulevards to any other point in Missouri on an improved road as well as drive to and connect with main highways.

"Now, the one great trouble, if we have a trouble, that is ahead of us is to keep intact the organization and keep intact the moneys provided so as to hasten the completion of the road system."

St. Louis Firms Get Outside Contracts

THE Missouri Bridge & Iron Company was awarded contract for five steel bridges in Holt County, Mo. Two of the bridges include two 40-foot spans, two 50-foot spans and one 22-foot span bridges.

The Chuse Engine Company was awarded the contract for installation of an engine and generator heater at State Hospital No. 1 at Fulton, Mo., by the State Eleemosynary Board at Jefferson City, Mo. The contract for heaters was awarded to Reeves & Skinner, and the boiler feed pumps to Stewart Machinery Company.

The Stewart Machinery Company received the contract for a feed water heater for the Department of Penal Institutions, Jefferson City, Mo.



Oil and Dirt do mix

WHICH explains why it is necessary not only to drain crankcases at frequent intervals, but also to flush them out thoroughly before putting in clean, fresh oil. Take ten minutes to make this test in the car you drive, then apply the lesson it teaches to all your trucks.

After the oil in your car has served you 500 to 1,000 miles, drive into a Standard Service Station for crank case service. The attendant will drain out the old oil and you can see how dirty it is.

Tell him you want to see the Polarine Flushing Oil before he puts it into your car. It is a bright, clean amber color. When he puts it into your car allow the engine to run idle for three or four minutes, then look at the flushing oil which he drains out. It will be just about as black and dirty as the old lubricating oil.

BUT the INSIDE of your crank case will be CLEAN. There will be NO DIRT to contaminate and lower the lubricating value of your new oil.

Polarine Flushing Oil

is produced for this specific purpose and it serves perfectly. The dirt and heavy sludge which accumulates in the crank case is not removed by simply draining out the old oil. It must be loosened and flushed out by special means and Polarine Flushing Oil is the ideal agent to accomplish that result.

To put clean oil into a dirty crank case means that at the end of the first

mile or two the new oil will be black and dirty, for obviously, the heaviest, stickiest part of the sludge is left in the crank case when the old oil is drained.

The cost of Polarine Flushing Oil is trivial compared to the benefits derived from its use. Improved engine performance would justify its use, even though it cost several times as much as its actual low price.

Polarine Flushing Oil and Polarine are good insurance against needless repair bills and rapid depreciation. A test, such as we have suggested, will be most convincing. Two looks at Polarine Flushing Oil—Before and After—tells the whole story.

STANDARD OIL COMPANY

(INDIANA)

314 N. Jefferson Ave.

St. Louis, Mo.



In dealing with advertisers, please mention "Greater St. Louis".

Activities of St. Louis Junior Chamber of Commerce

FOR several months the St. Louis Junior Chamber of Commerce has been concentrating its efforts on the various civic and educational activities within the organization. The membership campaign which ended recently was productive of one hundred twenty-five new members.

The Public Speaking Division has been unusually well attended by them embers, and a number of well trained public speakers have been added to the Civic Speakers Bureau as a result of its activities.

The Business Division has also been well attended, and those appearing before this division were Prof. Montrose W. Hayes, United States Weather Bureau Department, Wm. Sample, Vice-Pres., Ralston Purina Co., and S. E. Wilkinson, Advertising Manager, Butler Bros.

The Civic Speakers Bureau has been co-operating with and making talks for the National Reformation Campaign, the Diamond Jubilee of the St. Louis Gymnastic Societies and the National Health movement. Approximately forty talks have been made by members of this Bureau since the first of April.

The members have been afforded the opportunity of hearing a number of excellent speakers who have appeared before the membership at the General Meetings, among which were Walter Diehm, Edw. Eichelberger, U. S. Department of Commerce; Karl F. Wettstone, Pres., University of Dubuque, Iowa, and Judge Chas. W. Holtcamp, Judge of the Probate Court.

Civic Tours have been conducted through the City Work House, the City Jail and the House of Detention.

Industrial tours have been conducted through the City Dairies Company Plant and the Commonwealth Steel Plant. These tours have been attended by an average of seventy-five members.

The Junior Chamber assisted in raising funds for the relief of the suffering in the devastated area of Southern Illinois and Missouri caused by the tornado that swept that section of the country. A total of \$6,581.63 was collected by the members, contributions coming from the membership, from firms solicited by the members, and a check for \$4,731.63 was received from the Junior Chamber of Commerce in Los Angeles, California.

Municipal Opera

(Continued from Page 13)

in North and South America is selected a personnel of singers, all of them artists of recognized standing, and some of them stars of magnitude. They include:

Sopranos — Marta Wittkowska, Charlotte Ryan, Maria Luisa Escobar, and Elda Vettori. Contraltos — Rhea Toniolo, Gladys Swarthout and Elizabeth Kerr. Tenors — Manuel Salazar, Forrest Lamont, Ludovico Tomarchio, and Joseph Cavadori. Baritones — Joseph Royer and Giuseppe Interrante. Basses — Giovanni Martino, Amund Sjovik and George Cehanovsky. A. Puglia of the Philadelphia Civic Opera is stage manager.

Such is the musical fare St. Louis civic spirit provides for her citizens and her guests during the long months of summer. Music is inherently the most democratic of the arts and with its theater, seating almost 10,000, the huge stage 90 by 115 feet, the great symphonic orchestras and the choruses of from 90 for light, to 250 St. Louis trained singers for grand opera, St. Louis in summer is indeed America's musical Mecca. It is making of opera a genuinely democratic art.

At the present time plans are being completed for sending a large delegation to the Sixth Annual Convention of the United States Junior Chamber of Commerce to be held in Tulsa, Oklahoma, June 25, 26, 27th. It is estimated that 100 delegates will attend from St. Louis. The local organization will be host to several Junior Chambers whose delegations will stop off in St. Louis.

Gasoline Production Shows Big Increase

PRODUCTION of gasoline in the United States, which of late has broken record after record, continues its upward trend, according to statistics compiled by the Bureau of Mines. The nation's output of gasoline during the month of April was 860,492,115 gallons, a daily average of 28,700,000 gallons. These are record figures for both total and daily average production. The daily average production of gasoline represents an increase over that of the previous month of 4 per cent, and over that of April, 1924, of 14 per cent.

Domestic demand for gasoline, the Bureau of Mines reports, was 810,849,075 gallons, a daily average of 27,030,000 gallons, which is an increase over the previous month of 7,010,000 gallons or 35 per cent. It also represents an increase over the corresponding period of a year ago of 34 per cent. Exports of gasoline in April amounted to 109,750,000 gallons, a drop in daily average from the previous month of 9 per cent.

Stocks of gasoline on hand at refineries on May 1 were 1,561,002,024 gallons, a decrease from the previous month of 50,000,000 gallons. The seasonal decrease in gasoline stocks, due to the advent of the motoring season, has this year manifested itself earlier than usual. This is the first time since 1920 that gasoline stocks have shown a decrease before the month of May, likewise the first time since 1920 that stocks of any month have been lower than those of the same month of the previous years. Gasoline stocks as of May 1 represent 58 days' supply at the April rate of domestic demand. This compares with 80 days' supply on hand a year ago and 80 days' supply on hand on April 1.

Downtown Parking Is Banned In Rush Hours

PARKING in the downtown business district during the rush hours of the day will be prohibited, beginning June 23, by order of the St. Louis Traffic Council. It was decided to keep this ruling in effect for ninety days, after which an ordinance must be passed by the Board of Aldermen, if it is to be continued.

The hours during which parking is barred are from 7 a. m. to 10 a. m. and from 4 p. m. to 6 p. m. An exception is made for commercial vehicles, which are engaged in delivering orders of goods. Such vehicles may be parked for periods as long as 15 minutes. Between 10 a. m. and 4 p. m. cars may be parked for periods not to exceed one hour. The district included in the regulations is about nine blocks square, running from Third street to Twelfth boulevard and from Franklin avenue to Market street.

The Traffic Council also established two terminals for out-of-town motorbuses, so that patrons may know where to find them. One terminal is on the south side of Morgan street, from Broadway to Sixth street, adjoining the new \$1,350,000 union market. The other is on the west side of Fourth street from Chestnut to Market.

World Ad Clubs Meet In East Next Year

THE new Executive Committee of the Associated Advertising Clubs of the World, meeting in Houston following the World Advertising Convention there last month, set June 20-25 as tentative dates for the next Convention, to be held in Philadelphia, and unanimously reappointed Carl Hunt manager of the Associated Advertising Clubs for the ensuing year.

The dates agreed upon for the Convention will follow the closing of the University of Pennsylvania. The Poor Richard Club, Philadelphia, plans to accept the offer of the University to turn its buildings over for the numerous departmental meetings of the Convention. These dates will become final when they have the approval of a joint committee of the passenger association of the United States, which functions with organizations having large conventions to avoid conflict in dates.

C. K. Woodbridge, New York, who succeeds Lou E. Holland, Kansas City, as president of the Association, has sailed for Europe, where he will visit a number of the forty-odd affiliated Advertising Clubs of that side.

Mr. Office Manager

Your job is to produce the best results with a given quantity of equipment, money and human beings.

Did it ever occur to you that your ratio of efficiency varies with the health of your employees?

Mountain Valley Water helps to keep you "feeling fit" by tending to remove that feeling of sluggishness.

Many office managers see its value and endorse it as standard equipment. May we talk to you about it?

It costs a little more to live a little longer, but it's worth it.

Mountain Valley Water Co.

3675 Olive St.

Lindell 2781

Business Shows Improvement Report Of Federal Reserve Bank States

IMPROVEMENT in business conditions and increase in optimism was noted in the past 30 days in the Eighth Federal Reserve Bank District, comprising the states of Missouri, Illinois, Kentucky, Arkansas, Mississippi, and Tennessee, according to a report just issued by William McC. Martin, Federal reserve agent. Retail distribution is said to be exhibiting more life and seasonal goods are moving in larger volumes.

"Decreased production occurred in a number of important industries," said the report, "but in a majority of instances the curtailment was not drastic and has served to bring outputs into nearer balance with current demand. Activities at iron and steel plants were less than in the preceding thirty days and shipments of finished materials were in excess of new business booked. Automobile production increased over March and for the country as a whole a new high record was established."

The building industry continues extremely active with numerous towns and communities in the district pushing construction on a large scale. This has resulted in steady employment for the building crafts. Labor conditions in other lines, however, has continued satisfactory. The railroads have released a few shop workers but farm demand has absorbed these.

Movement of early fruits and vegetables to market has been considerably in advance of last year, the report points out, although

considerable damage has been done by unfavorable weather. Strawberries turned out well and a large percentage of the crop was harvested before the late frosts arrived. An upward trend in grain prices has been noted.

Gains in loadings of freight, over the same period last year, were reported by the railroads, but passenger traffic continued to decline, especially suburban business. The St. Louis Terminal Railroad Association interchanged 197,758 loads in April as against 196,111 in April, 1924. Estimated tonnage of Federal barge line, operating between St. Louis and New Orleans, during April was 97,500 tons, compared with 60,229 in April, 1924.

The boot and shoe industry reported a slight falling off in trade with stocks a little larger than at this time last year. Factory operation, however, remains at about 90 to 100 per cent of capacity, with some plants which are making women's novelties and children's wear, working overtime.

Dry goods, clothing, chemicals and hardware are experiencing a good demand, as compared with last year, with flour and furniture showing a slowing down.

There is an excellent demand for commercial paper in the district but only for that bearing 4 per cent or better. The current range of prices is $3\frac{3}{4}$ to 4 per cent. Offerings generally are moderate.

Shaw's Garden Orchid Collection Now Finest

GEORGE H. PRING, horticulturist at Shaw's Garden, has returned from a two months' trip to Europe made in quest of rare orchids to add to the already noted collection here. Mr. Pring brought back 178 orchid plants consisting chiefly of the large yellow and purple hybrids. These will give Shaw's Garden the greatest public collection of orchids in the world.

"On the whole," said Mr. Pring, "the Kew Gardens in London rank as the finest in the world, but I would place ours as next to it. Dublin has the only other public garden on a par with it. The gardens at Brussels, Liverpool, Birmingham and the Jardin des Plantes in Paris have been ruined by smoke.

"European greenhouses are where ours were fifteen years ago. You see a vast array of plants in pots or tubs, instead of being set out in plots of ground in the greenhouse."

Shaw's Garden several months ago purchased a 1200-acre tract of land about 30 miles from the city along the Meramec River, where delicate plants will be grown to furnish the displays in the city gardens that are on public view.

One of the things for which the St. Louis garden is known all over Europe, Mr. Pring learned, is its water lily collection, this being unsurpassed anywhere in the world.

GAS

the Super-fuel

Back of Modern Industry



HUNDREDS of St. Louis manufacturers have solved their fuel problems by burning Gas, the all-heat fuel. In treating and reshaping steel, heating rivets, baking cores, enamel and japan — in ceramic work — in practically every industry where heat is needed, gas is used, and the product is superior.

Gas is clean — sootless, smokeless; ready at all times, in any quantity, under your control. You pay for it *after* use, not before. *Let our heating engineers help solve your fuel problem.* Call, write or phone.

Make St. Louis a Smokeless City Burn GAS

The LACLEDE Gas Light Company

OLIVE AT ELEVENTH • ST. LOUIS
Industrial Department • Central 3800

"The Laclede sells gas cheaper than any other American company making all its own gas"

"Good Will" Tourists Return

(Continued from Page 10)

Co.; Phil A. Becker, Central Credit Corporation; W. H. Ogden, Central Shoe Co.; James A. Lytle, Corona Typewriter Company; A. C. Smith, The Drygoodsman; Julius Rosenberg, Elder Mfg. Co.; I. G. Brueggeman, Endicott Johnson Corp.; Lynn F. Burnett, W. C. Fischer, Ely-Walker Dry Goods Co.; George Myers, Ferguson-McKinney Mfg. Co.; Alfred C. Pohle, Frank C. Hunt, First National Bank; C. C. Williams, Friedman-Shelby Shoe Co.; Paul Rosen, Goldman-Rosen Garment Co.; R. D. Reynolds, Graham Paper Co.; Chas. P. Ladd, Hamilton-Brown Shoe Co.; Wm. B. Rust, Harris-Polk Hat Co.; C. W. Dwyer, H. H. Zucker, Hurst-Zucker Neckwear Co.; E. W. Kaltenbach, Johansen Bros. Shoe Co.; W. J. Castle, J. Kennard & Sons Carpet Co.; Wm. Pape, Lammert Furniture Co.; Marion Wallace, Langenberg Hat Co.; E. B. Langenberg, Langenberg Mfg. Co.; Eugene Stern, Levis-Zukoski

Merc. Co.; H. C. Hartkopf, Liberty Central Trust Co.; Guy C. Motley, Lindenwood College; Sylvan Frolichstein, R. Lowenbaum Mfg. Co.; Dan A. Honig, McElroy-Sloan Shoe Co.; C. E. Borntraeger, The McGraw Company; C. F. Jacobsmeier, Majestic Mfg. Co.; Harry Simon, Marquette Cloak & Suit Co.; Charles Rippin, St. Louis Merchants Exchange; Festus J. Wade, Jr., Mercantile Trust Co.; A. C. Meyer, Meyer Bros. Drug Co.; S. B. Blair, Mississippi Valley Trust Co.; Fred H. Eilbracht, Morisse Lace & Embroidery Co.; Walter L. Rehfeld, National Bank of Commerce; R. F. King, New York Belting & Packing Co.; George Ravold, New York Life Ins. Co.; Fred Vogt, Peters Shoe Co.; W. F. Held, Remington Typewriter Company; Martin Shea, David Eiseman, I. Gale, Rice-Stix D. G. Co.; R. M. Brown, Roberts, Johnson & Rand Shoe Co.; A. G. Osterholm, Rosenthal-Sloan Milli-

nery Co.; Wm. J. Hencke, Rothschild Bros. Hat Co.; Scott R. DeKins, Sales Managers' Bureau; Robt. E. Lee, St. Louis Automobile Dealers' Association; Roy S. Rauschkolb, Development Service Department, Chamber of Commerce; Douglas V. Martin, Jr., Globe-Democrat; J. A. Arnold, St. Louis Post-Dispatch; Ed. Trorlicht, S. Quisenberry, Shapleigh Hardware Co.; August F. Eyerman, Shields Smith, Southwestern Bell Telephone Co.; H. A. Trorlicht, J. H. Schageman, Trorlicht-Dunker Carpet Co.; O. W. Westerman, United States Rubber Co.; W. A. Rea, F. W. A. Vesper, W. H. Vesper, Vesper-Buick Auto Co.; G. M. Horton, Western Union Telegraph Co.; H. H. Todd, O. E. Deichman, Whitaker & Co.; E. W. Herchenroeder, Wohl Shoe Co.; Chas. Seymour, Seymour's Military Band.

Construction Work in Other Cities

THE Fulton Iron Works, 1259 Delaware avenue, through its Texas branch office recently was awarded the contract to install a 400 h. p. Deisel oil engine power house plant with necessary appurtenances for Welling-ton, Texas. The contract price was \$45,800.

The St. Louis Bank Equipment Company, 811 Walnut street, has contracts to erect a new bank in Centralia, Ill., and to remodel the four-story building of the First National Bank, public square, Belleville, Ill.

The Centralia, Ill., building is for the Old National Bank and will be erected at Broadway and Locust street. It will be two stories and basement, 60 by 100 feet of reinforced concrete, brick and stone construction and will cost approximately \$150,000. The Belleville contract calls for the complete remodeling and enlargement of the bank and office building.

The Eichler Heating Company, Railway Exchange Building, was awarded the contract for installing the heating and ventilating system for the new high school building at Jefferson City, Mo. The price to be paid the local concern is \$34,257.

A. V. Wills & Sons, 516 Buder building, has the contract for the drainage ditches in Black Bayou, Lower Yazoo Levee District about Greenville, Miss. About 125,000 cubic yards of earth removal is involved. Work will start immediately.

The W. E. Callahan Construction Company, Merchants Laclede Building, has been awarded the contract to build 6½ miles of open ditches and 13 miles of levees in the Patterson Bayou Drainage District, Tallahatchie County, Miss. About 84,000 cubic yards of ditch work and 540,000 cubic yards of levee work is included.

The James Black Masonry and Contracting Company, Arcade Building, through its Omaha, Nebr., office has obtained a contract from Kansas City, Mo., for the construction of a portion of that city's new water works.

The portion of the work awarded to the local company is the largest of several contracts let by Kansas City and including the settling basins and other work. The contract price is approximately \$2,000,000.

Some of the principal items covered by the contract are: 382,000 cu. yds. earth excavation, 20,000 cu. yds. rock excavation, 35,500 cu. yds. concrete work, 21,000 lin. ft. of concrete piles, several miles of water mains, 3,600,000 lbs. reinforcing steel and 62,000 barrels of Portland cement.

Our Ideal of Piano Service

Is to help you own just the type of instrument you want at a price that affords you fullest value for your expenditure.

We have a Baldwin-made Piano for every home—for every need—for every taste.

Regardless of your selection you are bound to save. For here every instrument is priced right. Dependable Grands as low as \$625.00.

The Baldwin Piano Co.
1111 OLIVE STREET



National Railways of Mexico Now Have Offices Here

THROUGH the efforts of the Traffic and Foreign Trade Bureaus of the St. Louis Chamber of Commerce, offices of the Ferrocarriles Nacionales de Mexico (National Railways of Mexico) have been established in St. Louis.

The establishment of this office in St. Louis means much to the firms that are doing business in Mexico, as heretofore St. Louis shippers had to get in touch with the Chicago or Houston office in order to secure information as to their shipments to the Republic of Mexico.

G. B. Aleman, General Agent of the National Railways of Mexico, has just arrived in St. Louis and has established offices in the Railway Exchange Building. He will have a staff of about seven men, and, as soon as they are thoroughly organized, they will call on the shippers in St. Louis and acquaint them with the services rendered by this office.

Mr. Aleman has been extended an invitation to address meeting of the Traffic and Foreign Trade Bureaus of the Chamber of Commerce, and he is desirous of doing all within his power

to co-operate with the Chamber of Commerce to the end that the business between St. Louis and Mexico can be increased. His office will handle inquiries both as to freight and passenger traffic.

Charles E. Sharp, who has been shipping to Mexico for several years of electrical and machinery supplies, believes that the new office arrangement will be of very great service to the shippers out of this district, by means of the prompt service which can be obtained.

As a case in point, he cites an incident which occurred this month. He was studying the routing for a 50-ton shipment and was trying to determine the most economical way to ship and within half an hour he secured from the

St. Louis office the information regarding freight rates via Laredo, via Tampico and via Manzanillo to final destination, whereas previously it would have taken at least ten days to secure a reply elsewhere and in this way the matter was settled immediately.

There are many ways by which this service will help shippers here, and it puts them in an advantageous and strategical position.

Thomas L. Gaukel, District Manager of the Bureau of Foreign and Domestic Commerce, Department of Commerce, has expressed himself as follows:

"I am pleased to learn that through the efforts of the Foreign Trade and Traffic Bureaus of the St. Louis Chamber of Commerce an office of the Mexican National Railways has been opened in this city. This office by furnishing complete and detailed information regarding rates and services on the National Railways should facilitate trade with the Southern Republic, and be of considerable assistance to local exporters."

Tourists' Camp Erected On St. Charles Road

CONSTRUCTION of buildings which will compose the Greater St. Louis Tourists' Camp, on the St. Charles Rock Road, approximately one mile west of the Kirkwood-Ferguson car tracks, was begun recently and it is expected the camp will be ready for occupancy within a short time when the touring season will be on in full swing. A nominal charge will be made for the use of the camp's facilities.

The camp is being erected at the instance of a group of business and civic organizations. The Kiwanis Club, in sponsoring establishment of an adequate tourists' camp, approached other organizations and at a joint meeting the Associated Clubs Tourists' Camp Committee was formed. Subsequently, the Automobile Accessory Dealers' Association joined its plans with those of the other group, in fostering the project.

Thus, the principal organizations interested in the work were moulded into one body and active work was begun immediately.

The grounds will include up-to-date facilities, including shower baths, in a well constructed building providing plenty of shelter. The erection of another building is to be started at once, which will house two stores and an office with room for the attendants. Gasoline stations will also be erected, lights and community stoves will be provided.

City officials were invited to attend meetings of the committee, as it was intended originally to promote a city owned camp. However, as explained by the comptroller, the city was short over \$4,000,000 in its budget and no financial assistance was available for a tourist camp.

As the committee was determined to do something toward establishing such a camp, it was then decided to organize a privately owned camp, with the civic spirit prevailing. The organization was perfected and stock subscriptions taken at \$10 a share. It was the idea to have each service club of the city solicit its membership in whatever consistent way could be arranged. Information wanted regarding the camp can be had from Rev. P. G. VanZandt.

The Company is incorporated for \$15,000 but it is still necessary to raise more than \$5,000 of this stock in order to complete the camp.

The Wellston Optimist Club has subscribed for \$5,000 of the stock of the tourist camp and the Wellston Chamber of Commerce also has responded with subscriptions.

More than 3500 Years of Banking Experience

In order to fill every financial requirement, banks must have more than imposing fronts and good intentions. There must also be that ability born of experience.

That The National Bank of Commerce in St. Louis is entering its 68th year is interesting—but still more significant is the fact that its employees have served the bank and its customers for a total of more than 3500 years.

Eight of the "Commerce" staff have been with the institution between 30 and 50 years; 50 from 20 to 30 years; 70 from 10 to 20 years and the remaining 277 men and women for periods of less than 10 years.

What a wealth of banking experience this represents! And half of these employees are also stockholders—with that added incentive to serve you.

The most modern and progressive methods, combined with more than 3500 years of experience, are yours to command at

The National Bank of Commerce

with which is affiliated the
Federal Commerce Trust Company

Investments



BROADWAY

OLIVE TO PINE

in Saint Louis

Commercial, Savings, Trust, Foreign,
Safe Deposits

Counselor Arnold Gives Opinion on Reviving Judgments

ONE of our members wrote us recently for an opinion on the following case:

"In June, 1915, judgment was obtained against a certain party then residing in Missouri, but who has since moved to New York City.

"Judgment has been held pending the time the debtor has sufficient money on which levy can be made. The ten years which a judgment runs will soon expire. Can the judgment be renewed for another ten years here in Missouri, without having service on the debtor, or without his owning any Real Estate in Missouri, a transcript to be made to New York at some future date, should it be determined later that the debtor has sufficient money to levy on?"

"The question then is, can a renewal of the judgment be made here in St. Louis, without having service on the debtor, and the renewal judgment hold good should we later wish to have transcript made to New York and levy on the debtor?"

Glendy B. Arnold, General Counsel for the Chamber, has rendered the following opinion on this case, which is published herewith for the general information and benefit of our members:

"Under Section 1341 Revised Statutes of Missouri, 1919, all judgments recovered in the state courts of this state are conclusively pre-

sumed to have been paid after the lapse of ten years from the rendition of such judgments, unless the same have 'been revived upon personal service duly had upon the defendant or defendants therein'. Under this section, in order to keep a judgment alive after ten years, suit for revival and personal service of notice thereof on the defendant must be begun within ten years after the rendition of the judgment. The ownership of real estate or other property in this state has no effect upon the limitation period within which judgments expire under our statutes. There can be no revival or renewal of the judgment without personal service on the debtor. As long as the judgment is a live judgment it may be sued on in the courts of New York and in the absence of fraud in procuring the judgment or any invalidity appearing upon its face, it is binding upon the courts of that state."

Survey of Building Made by Bell Telephone Co.

A DETAILED study of permits issued at the City Hall for the fiscal year, recently ended, has been made by the Bell Telephone Company. As has been told, the permits issued last year, aggregated \$46,114,617.

A majority of the residence permits call for single family dwellings according to the survey issued by the telephone company. The percentages, according to this survey, are as follows: Single family buildings, 70 per cent; two, three and four-family flats, 28 per cent; apartments for five or more families, 2 per cent.

Making a study of the building activity as a basis for understanding the future need of telephone service, the Bell company found that there had been a large increase in new homes in outlying sections, evidently influenced by bus transportation which in the past few months has been extended to districts heretofore isolated from transportation facilities.

In the past year 533 business structures were authorized, 405 of which were for single firms. It is estimated 900 firms were provided accommodations by the new buildings.

Under the heading, "St. Louis Building Operations", the St. Louis Times in a recent editorial, called attention to the figures cited above and continued as follows:

"The figures are no less imposing than the nature of the buildings is significant. Big business has confidence in St. Louis. Investments in structures representing millions of dollars must be based on faith in the future of the city. The number of home owners at the same time is constantly increasing both in St. Louis and in the county. Some parts of the city are growing more rapidly in new structures than others, but building operations are not confined to any one section.

"The outlook for the future is even more encouraging barring unforeseen difficulties in the building trades. The demand for workers in the building occupations is heavy, and happily fewer strikes have occurred to interrupt the amazing building activity which the city has experienced in the last few years. Costs of material and wages are still high and are doubtless responsible for holding in abeyance a considerable amount of building which would be released on the first indication of lower prices. The prospects are that the next 12 months will see the largest building program in the city's history. St. Louis is enjoying a healthy, conservative growth.

Municipal Expense Here Lowest of Large Cities

ST. LOUIS in 1923 had the lowest per capita payment for municipal government expenses and the lowest per capita indebtedness among the 12 American cities having a population of 500,000 and over, according to statistics made public by the Department of Commerce.

City government expenses for St. Louis in 1923 were \$40.89 per capita and the per capita net indebtedness was \$16.28. In revenue receipts, however, St. Louis, with \$46.03 per capita, was next lowest to Baltimore with \$44.65.

City government in Detroit cost more per capita than in any other of the principal cities. Detroit's per capita receipts were \$87.74, and per capita government expense was \$106.46. New York, with \$186.47 per capita net indebtedness, exceeded Detroit, where the debt was \$150.62 for each person.

Following are the per capita figures for the first 12 American cities:

City	Revenue	Expense	Net Debt
New York.....	\$69.54	\$ 72.38	\$186.47
Chicago.....	58.19	56.90	43.70
Philadelphia.....	51.02	55.06	105.00
Detroit.....	87.74	106.46	150.62
Cleveland.....	66.92	70.66	139.49
St. Louis.....	46.03	40.89	16.28
Baltimore.....	44.65	57.11	112.87
Boston.....	77.00	78.19	112.42
Los Angeles.....	87.55	102.86	124.73
Pittsburg.....	63.35	68.33	125.44
San Francisco....	59.40	70.61	128.13
Buffalo.....	59.18	67.33	89.44

The commerce department figures gave the assessed valuation of property in St. Louis subject to general property tax as \$1,090,057,839, the total revenue receipts as \$36,692,013, total expenses as \$32,596,693 and the total indebtedness as \$12,976,209.

Revenue receipts for the city were divided as follows:

Property taxes \$24,821,666, earnings of public service enterprises \$3,294,659, and all other revenues, \$8,575,688.

Expenses were listed as follows: Expenses of general departments, \$24,756,448; expense of public service enterprises, \$2,268,075; interest, \$945,919, and outlays for permanent improvements, \$4,626,251.

General Counsel Arnold Gives Legal Opinion on Query

One of our members has asked the opinion of our Counsel on the following:

A deputy from the Board of Jury Supervisors demanded the right to go through his factory, interviewing employees and filling out blanks, thus obtaining information leading to the selection of juries for the Circuit Court, and the member wanted to know if the deputy had the legal right to make such a demand.

Our Counsel advises, after investigation of the statute, that the jury canvassers have the right to enter factories and other places of business during business hours, for the purpose of ascertaining the names of persons qualified for jury service, and, in his opinion, business houses should not refuse to admit such deputies for this purpose.

Office Space For Rent

2000 feet of desirable space in the Chamber of Commerce Building, 511 Locust Street.

Details will be supplied upon request by James A. Troy, Assistant General Secretary, Room 708, Chamber of Commerce; Phone, Central 7565

Greater St. Louis Style Show Number



—an Opportunity to Increase your Business.

¶ Greater St. Louis, the official publication of the St. Louis Chamber of Commerce, is really owned and published by the members constituting that organization. It is issued for the purpose of keeping the members accurately informed regarding events of their organization, tendencies of business, and general information, as well as giving to those outside of St. Louis a comprehensive and authentic understanding of the advantages of St. Louis.

¶ *To the advertiser seeking to attract the attention of the St. Louis business community, it represents the best possible advertising medium.*

¶ The cream of St. Louis' business circulation, over 4000 members of the Chamber of Commerce; big business men throughout the United States; commercial organizations; foreign trading companies; American consular agents and foreign Chambers of Commerce. 3500 merchants in the St. Louis trade territory also receive Greater St. Louis each month.

A Total Guaranteed Circulation of Over 7500

GREATER ST. LOUIS

*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Assn.*

511 LOCUST STREET
CENTRAL 7565

A Postcard Will Bring Our Representative.

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fostering of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

July, 1925

Number 11

TABLE of CONTENTS

THE MARKET SEASON.....	5
By W. Palmer Clarkson	
A. R. A. CONVENTION.....	6
DEVELOPMENT OF GARMENT INDUSTRY.....	7
THE FORTHCOMING STYLE SHOW.....	8
THE BUSINESS OUTLOOK.....	9
ST. LOUIS' BUILDING BOOM.....	10
ST. LOUISANS PRODUCING MOVIES.....	11
C. M. T. C. OPENS HERE.....	12

OFFICERS

W. PALMER CLARKSON, President.
CARL F. G. MEYER, First Vice-President.
BAXTER L. BROWN, Second Vice-President.
MORTON J. MAY, Third Vice-President.
WARREN M. CHANDLER, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLENDY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER	E. D. NIMS
JOHN H. GUNDLACH	HARRY F. STIX
HAROLD M. HESS	JOHN B. STRAUCH
LOUIS F. LUMAGHI	F. W. A. VESPER
ROBT. L. NIEDRINGHAUS	LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN	MORTON J. MAY
IRVIN BETTMANN	JULIUS SEIDEL
WILLIAM R. COMPTON	*W. SCOTT HANCOCK
*F. ERNEST CRAMER	HOWARD V. STEPHENS
W. H. ELLIOTT	*O. L. SWANZEY
J. H. FARISH	L. A. VALIER
W. L. WIMMER	F. O. WATTS

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—

L. G. Boone, President;
Scott R. DeKins, Secretary.

AUDITOR—N. W. Macintyre.

CHARITIES—George D. Markham, Chairman;

Scott R. DeKins, Secretary.

DEVELOPMENT SERVICE—Edward Buder, Chairman;

R. S. Rauschkolb, Secretary.

FOREIGN TRADE—F. Ernest Cramer, Chairman;

James A. Troy, Secretary.

FURNITURE BOARD OF TRADE—

George E. Fredock, Chairman;

H. S. Tuttle, Manager.

INDUSTRIAL—

Paul W. Brown, Chairman;

E. S. Tompkins, Commissioner.

JUNIOR C. of C. BUREAU—

Theodore Fleming, President;

Ray G. Mills, Secretary.

MEMBERS' CONFERENCE—W. Scott Hancock, Chair-

man; Lon Sanders, Vice-Chairman.

MEMBERSHIP—W. S. Cummings, Chairman;

J. A. McNamara, Secretary.

MUNICIPAL DEVELOPMENT—Baxter L. Brown,

Chairman.

PUBLICITY—Walter B. Weisenburger, Chairman;

A. B. Hendry, Secretary.

SAFETY COUNCIL—Oliver T. Remmers, President;

Girard C. Varnum, Secretary.

SALES MANAGERS—O. L. Swanzeay, Chairman;

Scott R. DeKins, Secretary.

TRAFFIC—Ley P. Rexford, Chairman;

P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

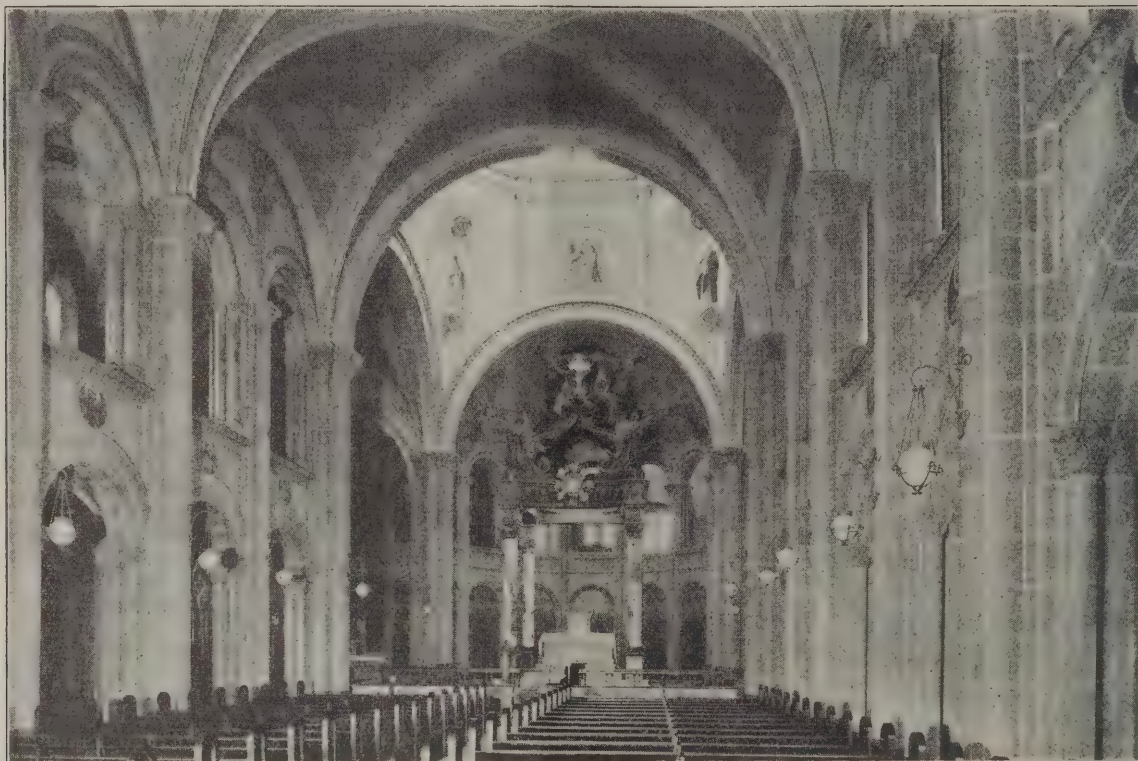
Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



(Chapel of St. Johns Hospital, Springfield, Ill. Helmle & Helmle, Architects.)

The Majestic Dignity of Terra Cotta Interiors


The increasing use of Terra Cotta for interiors is due to its ready adaptability to the desired architectural motif. The most inspired concept, as well as the most utilitarian design, can be expressed most successfully in Terra Cotta.

The color effects obtainable are so impressive and so satisfying to the artistic sense, that Terra Cotta stands unrivaled as a medium for adding exquisite color to commanding form.

When you think of building, consider the impressive dignity of a Terra Cotta interior—the economy in Terra Cotta construction—the beauty in Terra Cotta design. Remember that Terra Cotta endures for ages and eliminates present and future decorating costs. Write the Terra Cotta Service Bureau, 307 N. Michigan Ave., Chicago, telephone Dearborn 4251, for examples of impressive Terra Cotta architecture.

Build with TERRA COTTA for Beauty

Greater St. Louis



*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

July, 1925

Number 11

St. Louis Ready For Market Season

By W. PALMER CLARKSON,
President, St. Louis Chamber of Commerce.

THE wholesale houses and manufacturers of St. Louis have prepared elaborately for the great volume of business they will do, within the next few weeks, with hundreds of merchants from every section of the United States, who will be in the market soon. In fact, not only these business houses have prepared for the reception of the merchants, but the city generally stands ready to serve them and entertain them and make their visit to St. Louis profitable and enjoyable as well.

Perhaps the event to take place during the market season, in which the merchants are most interested, is the annual Fashion Show—a presentation of fashions by the way, which no other city has yet equaled. The show this year has been arranged to keep pace with the high and attractive plane on which the Fashion Shows of St. Louis have always been given and its success is assured in advance.

The business men generally of St. Louis want to be of service to our visitors in any way possible while they are in the market. The Chamber of Commerce stands willing to do what it can to make their stay in the city more pleasant. We will be delighted to have any of the visiting merchants call at our offices, 511 Locust street, where they will find a warm welcome and an earnest desire to be of service, awaiting them.

Hundreds of Merchants to Attend Convention of American Retailers—August 3 to 10

Elaborate Program of Entertainment Is Arranged, Including Visits to Style Show and Municipal Opera

MANY new features and attractions will be included in the program being arranged for the convention of the American Retailers' Association, to be held in St. Louis, August 3 to 10 inclusive. Hundreds of merchants from every section of the United States will be present, it is announced.

The headquarters of the convention will be at the City Club, and all the educational sessions will be held in the auditorium on the third floor. However, the registration of delegates will be at Hotel Statler. Registration will begin Monday, August 3, and continue until Thursday, August 6.

Fare-and-half-round-trip rates will be in effect for the convention from the following States: Texas, Oklahoma, Louisiana, Arkansas, Missouri, Kansas, Nebraska, Iowa, Illinois, also from Memphis, Tenn. Tickets will go on sale on the certificate plan from Texas, July 31 to August 6; from the other states tickets will go on sale from August 1 to 7.

This reduction of fare also has been granted by the Illinois Traction System from stations throughout Illinois.

From Pacific Coast States round trip summer excursion rates are in effect for the convention from the following principal points: San Francisco, Cal., \$81.50; Los Angeles, Cal., \$81.50; San Diego, Cal., \$81.50; Portland, Oregon, \$81.50; Seattle, Wash., \$81.50; Spokane, Wash., \$76.50; Tacoma, Wash., \$81.50; Vancouver, B. C., \$81.50; Victoria, B. C., \$81.50. Tickets from these cities can be purchased any time and are good until August 31.

Merchants are cautioned in purchasing their tickets to ask their ticket agent for validation certificate, and in case this is not available, then to ask for a regular receipt for their fare. On arrival in St. Louis, these validation certificates should be taken at once to Room 954, Century Building, 313 North Ninth street for validation. When the merchant is planning to return home on or before August 13 (for return tickets on the certificate plan are only good up to or until that time), he should present his signed validation certificate to the ticket agent, after which he will receive a return ticket home at one-half the regular fare.

A very attractive program is being arranged for the convention.

On Monday, August 3, and Tuesday, August 4, from 8:30 a. m. to 5:30 p. m. delegates may register at the Statler Hotel. There is no fee charged for registration.

On Wednesday, August 5, beginning at 9:30 a. m., there will be a series of Educational Sessions, held in the Auditorium, Third floor, City Club. At these Sessions the following speakers will present the following subjects: T. K. Kelly, President, T. K. Kelly Sales Service, Minneapolis, Minnesota, "Combating The Pedlar Menace"; John H. Smith, President, J. H. Smith & Company, Jerseyville, Illinois, "How To Get More Business"; Carl J. Baer, President, Standard Unit Navigation Co., St. Louis, Missouri, "Relation of Town and Country"; Guy L. Ecroyd, Adv. Manager, Newman Dry Goods Com-

pany, Arkansas City, Kansas, "A Successful Store Paper and How to Develop It"; C. C. Stubbs, President, C. C. Stubbs Company, Plainview, Texas, "A Trade Promotion Plan that Developed More Business for the Plainview Retailers"; E. J. Berg, Display Manager, Nugent Brothers, St. Louis, Missouri, "The Value of Merchandise Display".

This is a "Brass Tacks" Session of Meetings which will be of especial interest to visiting merchants. L. G. Boone, President of the Association, will preside.

Wednesday evening, August 5, will be known as the "American Retailers' Association Night" at the Fashion Pageant, which will be held at the newly completed, beautiful, open-air Garden Theater, on the Olive Street Road, at 8:30 p. m. Merchants will receive tickets for the Fashion Pageant from their friends in the market.

Thursday evening, August 6, at 5:45 p. m., the association's semi-annual banquet will be held at the City Club. This banquet is complimentary to the members. Immediately following the banquet, those in attendance will be conveyed in busses to the Municipal Opera, where they will be guests of the Association, to hear the famous light opera, "Naughty Marietta". This feature of entertainment for the

delegates will be of unusual interest, for the St. Louis Municipal Opera has gained a world-wide reputation, based on the quality of the productions, and the delightful open-air theater, where they are given.

On Friday, August 7, at 10:30 a. m., will be held the Association's annual election. President Boone will preside. The terms of the following members of the Board of Directors will expire: L. G. Boone, President, Boone and Sons, Elkton, Ky.; Frank R. Becker, Vice-President, Diers Brothers Company, Scottsbluff, Nebr.; C. H. Burnett, President, C. P. Burnett & Sons Company, Eldorado, Ill.; T. C. Campbell, Campbell's Inc., Abilene, Tex.; J. D. Curreathers, J. D. Curreathers, Mangum, Okla.; M. H. Forester, Forester Dry Goods Company, Ottawa, Kans.; R. T. Harville, Secretary, E. H. Conner Mercantile Company, Augusta, Ark.; A. A. Kuhne Bros. Mercantile Company, Troy, Mo.; Sam P. McRae, S. P. McRae Department Store, Jackson, Miss.; W. V. Nelson, Vice-President, Sterling Dry Goods Company, Mason City, Iowa; Mose Newburger, Mose Newburger, Jasper, Ala.; George A. Roth, George J. Roth and Company, Booneville, Ind.; W. L. Shelton, President, Covington Supply Company, Covington, Tenn.; Solomon Weiller, Weiller and Benjamin, Albuquerque, New Mex.; John C. Zeigler, Louisiana Central Lumber Company, Clarks, La.

The Constitution and By-Laws of the American Retailers' Association provide that a Nominating Committee appointed by the president shall submit at the annual meeting names of nominees to be elected for the board. The personnel of the Nominating Committee is: Roy B. Langenberg, President,

A. R. A. Convention Plans Complete

DETAILED plans have been worked out by committees of the American Retailers' Association, which are expected to make the forthcoming convention one of the best yet held. The sessions of the convention will be highly interesting and instructive and an entertainment program of great appeal has been arranged.

Delegates will be guests at one of the brilliant light opera productions of the Municipal Theater Association; a night has been set aside for them at the Fashion Show and many other things have been planned to make their stay in St. Louis pleasurable.

Shipping Facilities Out of St. Louis Fill Definite Need of Merchant

High Grade of Style Merchandise, Plus Unequalled Service Given by Highly Developed Package Car System, Make Appealing Combination

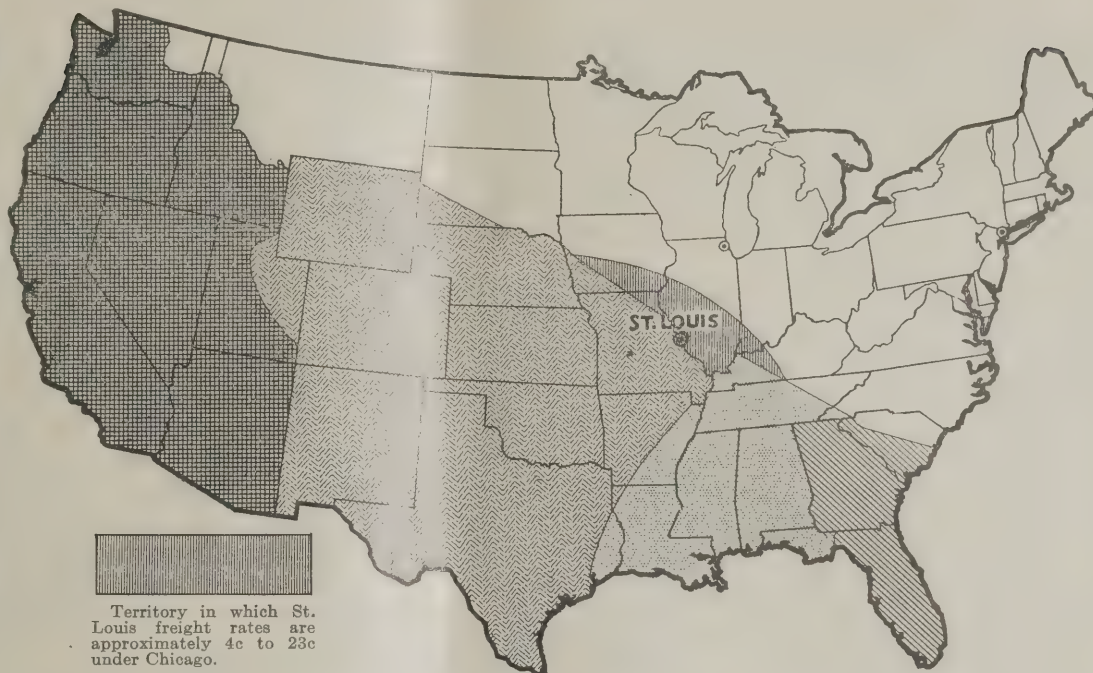
Territory in which St. Louis freight rates are approximately 60c to \$1.47 under New York rail rates and 15c to 45c under Chicago rail rates.

Territory in which St. Louis freight rates are approximately 27c under Chicago and 68c to 90c under New York rail rates.

Territory in which St. Louis railroad freight rates are approximately 21c to 36c under Chicago and 14c to \$1.12 under New York rail rates.

Territory in which St. Louis railroad freight rates are approximately .36c under Chicago.

Territory in which St. Louis freight rates are approximately 4c to 23c under Chicago.



WITH the tread of present day merchandising centering more and more around the policy of more rapid turnover, caused by rapidly changing styles, primarily, the ready-to-wear market of St. Louis is in an enviable position to serve a vast, thickly settled section of the nation more expeditiously than any other large manufacturing center can do so.

For St. Louis has not only a large number of ready-to-wear manufacturers, who are producing types of merchandise which are finding favor everywhere, but St. Louis has in addition a package car service, giving almost express speed at freight cost, which no other city can equal. Some other cities now are engaged in trying to work out a plan like that St. Louis has.

The package car service was developed by the Traffic Bureau of the St. Louis Chamber of Commerce, under supervision of Traffic Commissioner Coyle, who began work on the plan 20 years ago. Since, the plan has been developed and extended constantly and has been praised highly by traffic experts of other cities.

The illustration above shows the economy with which goods may be shipped by the package car service, and how the service capitalizes to the greatest possible extent on the central location of St. Louis.

The excellent service, at low cost, which merchants trading with St. Louis houses thus receive, is responsible to some degree for the constant growth of the ready-to-wear industry here. Of course the service is backed up by stylish, well made merchandise.

Basing his calculations on interest charges accruing on shipments delayed in transit, Commissioner Coyle estimates St. Louis shippers are saving all of \$1200 a day by this system. Not only has there been increased efficiency in shipping, but in addition a great volume of trade has been attracted to the city.

The thing which the Traffic Bureau of the Chamber has been able to accomplish is the gathering from all railroads here of a schedule of the less-than-carload movements

and printing this in a book form for the information of shippers.

Before the Chamber undertook this, the railroads themselves were working in a sort of cloud. They had no statistical knowledge of future movements of merchandise cars, their only reports dealing with shipments after they had been made. So there was confusion on every hand, with the shipper unable to get definite and handy knowledge of the service he might expect.

By obtaining these schedules and publishing them for general use, the Chamber was enabled to tell patrons on what day their goods would arrive at their destination and give the buyer in our markets an opportunity to make definite plans. Now this organization lists every community in the United States, giving the time of departure and arrival of every package car from St. Louis.

The schedules have been a revelation to the carriers. They have revealed the shortcomings as well as the strong points of every line. And those which fail to provide as good a service as others are prompted to make improvements.

For the convenience of shippers the Traffic Bureau has prepared an "angleworm" map. This, with its wavering zone lines, marks off the territory in a way to show at a glance the sections of the country in which cars reach their destination in 1, 2, 3, 4, 5, 6 or more days. Points within approximately 300 miles are reached over night, or for next morning delivery, and points beyond for 2nd, 3rd, and 4th morning delivery, with a maximum to the Gulf and Atlantic Coasts 4th day, and to Intermountain and Pacific Coast territory 5th and 9th days, respectively.

A notable development in the Traffic Bureau service came about as a result of the world war. Commissioner Coyle had been trying to get the railroads to agree to concentration of shipments—that is where two lines out of St. Louis served the same territory, he wished to give the business to the one with the best service. The government did this very thing as a

(Continued on Page 26)

Style Show at Garden Theater, August 4 to 21, Inclusive

*Pageant to be One of Finest Ever Staged
and Manufacturers and Wholesalers Have
Produced Outstanding Styles for Event*

WHAT is the annual St. Louis Pageant of Fashion worth to the city? Does it pay as a civic asset?

What is its worth, not to exhibiting manufacturers and merchants, nor from an entertainment viewpoint, but from the standpoint of actual financial profit and advertising to the city as a whole?

The majority of people are apt to regard the Pageant of Fashion as confined to the interest of the manufacturers of apparel—ready-to-wear garments, boots and shoes and millinery—or as a display of modish apparel in which only women are interested.

St. Louis will hold its eleventh consecutive Pageant of Fashion August 4 to 21 inclusive, in the Garden Theater, which was built to meet the needs of the St. Louis Style Show Committee, under whose auspices the Pageant of Fashion is held.

The Garden Theater is *al fresco*, situated in a grove of elms ages old, comprising eleven acres. Two majestic trees, boasting hundreds of years form the proscenium arch; a huge wild grapevine entwines the trunk of the tree to the left; the stage is sheltered by the over-arching branches of the trees; the background is a dense mass of native shrubbery. The amphitheater, which seats 3,000 persons is so arranged as to afford an unobstructed view from every seat; the acoustics are unexcelled. The approach to the theater is through a formal garden of great beauty. The grounds and the construction of the theater represents an investment of approximately \$250,000. A Greek theater of such surpassing beauty is truly an asset to any community. It is one of the developments from the St. Louis Pageant of Fashion.

The Style Show Committee has always, whenever possible, employed local talent in its productions. Thus, giving the gifted young women and men an opportunity for development. This was one of the factors which lead to the building of the Garden Theater. Such a wealth of talent was assembled each year; so much time, effort and money was spent in training; those closely associated with the Pageant of Fashion felt the urge of something other than the three weeks of the Style Show to utilize this energy and gift. A full season of high artistic entertainment, wherein all of the arts are employed is now possible.

The Pageant of Fashion as an advertising medium is decidedly worth while.

World tourists who have viewed the St. Louis Pageant of Fashion, have pronounced it the most spectacular and artistic production in the world, and as a Style Show, unsurpassed.

Representatives from national magazines and the metropolitan press are sent here to review the pageant; while practically every Rotogravure published in the United States, Mexico and Canada carry pictures of scenes from the Pageant. Last year's Pageant received approximately 35,000 lines of Rotogravure space; besides columns of reading matter. Merchants and manufacturers, editors of trade publications come to St. Louis to see this unique Style Show. In addition to this, the Pageant is made a feature of the Municipal advertising.

Has the Pageant of Fashion benefited the St. Louis market as a whole?

Style is the life blood of commerce. This truth applies to every commodity, be it a millinery confection for milady's fair head or hardware, farm implements or a tractor. Style is but art applied to an object of utility.

This application finds its fullest expression in wearing apparel, and the market which produced style in this line of commerce in the greatest degree will be the leading market in all lines.

St. Louis is the logical market for a vast territory where the merchants are buyers of diversified commodities. Their greatest problem is the buying of ready-to-wear apparel for women—hats, shoes, dresses, coats, etc.—for the women of the rural district are as up-to-date in matters of styles as her city sister. Hence, the merchants must go to the market which produces authentic styles. Usually while in that market he will buy his other lines.

St. Louis, prior to the creation of the Pageant of Fashion, was a weak ready-to-wear market and was fast losing trade in lines in which she had long held world supremacy. The Pageant of Fashion inspired the manufacturers of garments, millinery and boots and shoes, to the production of modish apparel; as a result, today St. Louis is not only one of the leading markets of the world, but is an authentic style center in ready-to-wear, millinery and shoes.

A careful analysis of the records of the United States Department of Commerce for 1916 and 1924, a brief period of eight years, will show a phenomenal gain, not only in the garment and allied industries, but in all lines,—the ready-to-wear apparel women's shows an increase of approximately \$41,500,000. In 1916 the volume of business in ready-to-wear clothing amounted to \$26,500,000. The boot and shoe industry of 1916 showed a volume of \$112,000,000, as against \$200,000,000 for 1924, an increase of \$98,000,000. Millinery for 1916 totaled \$16,000,000; in 1924 it was over \$15,000,000.

This phenomenal advancement is not all due to the Pageant of Fashion, yet it is a potent factor. It is the magnet which draws thousands of buyers, from every section of the country to St. Louis. It is impossible to estimate the actual amount of their purchases, yet it amounts up in the millions.

Does a Style Show pay? Does it pay to have all of the forces of a city cooperating and co-ordinating for a common cause—the advancement of St. Louis? Does it pay to develop the gifts of the talented youth of the city? Does it pay to have created a new theater where the best form of drama and opera is presented to the public? Does it pay too, for a city to be recognized as an authentic Style Center? Does it pay to receive nation-wide publicity through an artistic production?

The Eleventh Pageant of Fashion, which will be held in the Garden Theater August 4 to 21 inclusive, will be so diversified as to please every one. The theme is "The Weavers".

The opening scene of the Pageant—"The Three Fates" weaving the destiny of man is classic in its conception and majestic in its presentation. In this scene Joseph Solari and Wm. A. Parson have wrought their finest work.

The second scene,—"The Butterfly" is exquisite in its technique and colorful in costuming and the embodiment of grace in its ballet. Miss Irma Summa who has charge of the dancing this year will be the premiere danseuse. Miss Summa is well known to the St. Louis public.

The third scene,—"The Spider and the Fly" is grotesque and highly amusing. Miss Margaret Breen, the costumer of the Pageant of Fashion, has found ample opportunity for her genius in designing the costumes for this scene.

"The Weavers of Pleasure" is the next scene and will be presented with an English setting, "A Maypole Dance on the Village Green." The pageantry costumes in this scene will be in the time of Dickens. Again Miss Breen displays her ingenuity and her sense of color in the designing of the costumes for this scene.

Condition of Crops In Most Sections of Trade Territory is Good

Outside of Drought Stricken Area of Southern and South Central Texas, Cotton is Higher Than at This Time Last Year

By ARCHER WALL DOUGLAS

THE nature and volume of the trade during the fall in the Saint Louis territory depends more upon the outcome of the harvest than upon any other factor. Just now the growing crops in those sections in which we are most directly concerned are of a spotted condition according as to the amount of moisture they are receiving. Fortunately the dry spots of any extent are largely confined to New Mexico, and an extensive area of Southern and South Central Texas, where the conditions are very serious. In the Lone Star state from Waco southward to Laredo in a rather wide sweep eastward and westward there has been no rain of any consequence for several months. There is but little growing in this drought stricken area, and pastures are burnt up. Unless rains come soon, there will be no crops gathered, and not much improvement can be expected until another harvest comes around. These destructive droughts, sometimes of long duration, are no new experience to much of Texas, and are usually succeeded by years of plenty which more than recompense for the great damage done. This is true even of semi-arid West Texas, where a drought sometimes carries over into two or more years, but the country always comes back with a cycle of bounteous rainfall. One unfailing concomitant of this condition is that there are rarely any bad debt losses of moment in the mercantile class, since the moral risk of both farmers and merchants is of the highest. There has been some drought in Oklahoma, Arkansas, and portions of the Central South, but it has not been either extensive or lasting, and the condition of cotton in all the Central South, in Arkansas and Oklahoma, and in Texas outside of the drought stricken area, is much higher than at this time last year. This is particularly true of southeast Missouri which had a good start last year but with rather a sad ending owing to most unfavorable weather.

Missouri has always been remarkable among cotton growing states for the intelligent cultivation given to the plant as evidenced in the production per acre which was always in the first column with a batting average that was often at the top, and nearly always second, and usually double the average of the entire country. Southeast Missouri may be considered as permanently given over to cotton growing, for when it once takes hold upon a farming population it is incurable, because of the great returns it offers in cash sales, and the gambling uncertainties as to production such as is not met with in any other agricultural commodity. The necessary supply of cheap labor has been imported from Arkansas, Tennessee, and Mississippi in the form of some four or five thousand negroes, with all the social and political problems which this involves.

The Government estimate of July 1st of a yield of 14,339,000 bales is compared with an actual production of 13,618,000 bales in the last year. Forecasts of probable yields of cotton at this time of the year are not to be taken too seriously, especially

those "private reports," most of which are interesting fictions. There are too many vicissitudes of weather yet to be encountered, and too many possibilities of insect damage to dignify present prophecies as other than uncertain guesses. In the matter of the St. Louis territory, the outlook for cotton is of most excellent promise in all the states west of the Alleghenies which raise 75 per cent of all the cotton grown in the United States. Oklahoma has made great progress in this direction,

taking second place last year in cotton raising, and is telling all the world about it. New cotton is now coming to market from the extreme southern sections of the Cotton Belt, and the results of this will be felt in all lines of business as the picking of cotton goes steadily northward. One of the effects of cotton raising upon industrial life is the gradual building up of cotton mills in the South because of the ease of procuring raw material. Efficient labor, however, is the back log of all manufacturing, as the locaters of factories in small towns soon discover. Fortunately, throughout the South and West, there is usually available a supply of labor, not too expensive, and capable of great development as intelligent working men. This has been demonstrated very thoroughly and definitely in the cotton mills of the two Carolinas and Georgia.

So it happens that cotton mills are growing slowly westward from the Alleghenies to Texas. Where coal deposits for fuel are not available, crude oil is usually to be had from not too distant fields. These local factories do much to stabilize industry in the towns where they are situated by the cash they disburse at all seasons of the year, and are often anchors cast to windward in the days when crops fail and coal mines shut down. This influence extends to the manufacturers and wholesalers in the great cities who confidently count on business from such towns all through the year, and not only when harvests are good. One of the serious problems in the St. Louis territory at this time is the chaotic state of the coal mine industry in Illinois, Indiana, Missouri, Kansas, Kentucky, Tennessee, Arkansas, and Oklahoma. Many towns in these states depend for their business life upon the operations of the soft coal mines, and the prosperity of the neighboring farming country. With the mines either shut down, or running two days per week, the adjacent agricultural country is scarcely equal to the task of keeping these little towns alive.

Fortunately in most of the Corn Belt in the St. Louis Territory the promise of a large crop of this most important of all cereals is quite as good as that of a large cotton yield. Last year from northern Iowa across through Illinois, Indiana and Ohio, the corn crop was the poorest in many years with consequent selling of hogs on a large scale by the farmers that kept prices down. For corn was so high priced and hogs so

The Business Outlook

BASED on comprehensive reports received from every section of the United States, Mr. Douglas has prepared the accompanying article, which tells in specific fashion, what may be expected in a business way, during the next few months. The crop condition generally is good, with prospects of a bounteous harvest in most sections. The condition of the cotton crop, which is of great importance to the St. Louis market, is unusually good, the "stand" in most sections being higher than at this time last year. All in all, business is certain to be of great volume, and those familiar with conditions are facing the immediate future confidently.

(Continued on Page 31)

St. Louis in Midst of Greatest Building Program In City's History

Eighteen Buildings, Being Erected or Just Completed, Have Total Valuation of \$39,775,000—All Buildings Being Erected to Meet Demand Existing For Them

ST. LOUIS is in the midst of the greatest building activity in the history of the city. A survey of the larger structures just completed or in process of being erected shows a total valuation of \$39,775,000. The figure total does not include apartment houses, dwellings nor any of the \$87,000,000 bond

To the visitor of the city it is apparent that a new spirit has sprung up, that St. Louis is forging ahead at a new pace and with new ideals. Business leaders attribute much of this renewed activity to the Municipal Advertising Campaign which for more than five years has been impressing on the City



Beginning of Bell Telephone Building, which will be tallest Building in St. Louis

issue projects, with the exception of the new Union Market, which is just being completed. At no time in the history of the city has there ever been so many large buildings under way at one time. And yet, according to contractors, there is no building boom because all these structures are being built to meet a demand already created. None of the construction is of a speculative nature.



New Union Market, a Bond Issue Project

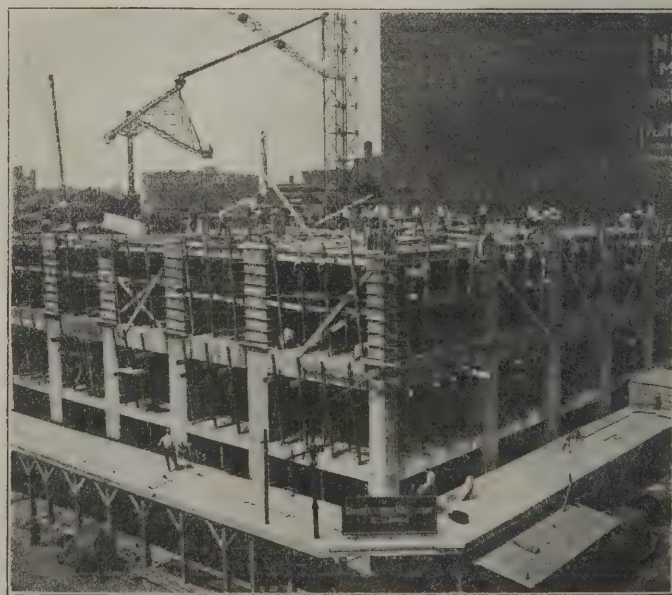
of St. Louis, as well as the outside world, the assets and opportunities of our municipality.

The largest building of the 18 included in the survey is that of the Southwestern Bell Telephone Company. It is being erected at the southeast corner of Eleventh and Pine streets and will occupy almost an entire block. It will be

(Continued on Page 30)



Shell Building Rapidly Reaching Completion



Western Union Building at Eighth and Chestnut

St. Louisans Among Outstanding Directors and Producers of Movies

Announcement Recently Made of Appointment of H. D. Buckley, a St. Louisan, as Director for Fairbanks, Pickford, Chaplin and Valentino Company

RECENT news dispatches announcing the selection of H. D. Buckley, one time manager of the Garrick Theater and the Columbia Orpheum vaudeville house here, as a director for United Artists, which includes among its stars Douglas Fairbanks, Charley Chaplin, Mary Pickford and Rudolph Valentino, again calls attention to the important part that native St. Louisans and former residents of this city have played in the development of motion pictures.

The late Eddie Dustin was wont to declare: "St. Louis was making pictures when Hollywood was a vacant lot," and while this city today is not recognized as so important a production center as the Los Angeles suburb, St. Louis has perhaps produced as many successful motion picture directors as any city in the land.

Mr. Dustin, who died a few years ago, produced some of the early classics of the screen, directing and occupying other executive posts in the organization of O. T. Crawford. He made "Sitting Bull" which was the forebear of "The Covered Wagon", "Beyond 36" and the other recent pictures that have been built about the West and Indians. He first discovered the possibilities of the Indian in pictures. He told friends he could have hired the entire Indian Territory population at \$1 per day. That was before Poor Lou became educated.

Hunt Stromberg, head of the Hunt Stromberg Corporation, producing pictures starring Priscilla Dean and Harry Carey, is a St. Louis boy who has attained the heights in the motion picture production field. Not so many years ago he was writing sports on a local newspaper and he also tried his hand at advertising. But he didn't find his place until he turned to movies. At present he is making "The Last Frontier", a big Western Production for Producers Distribution Corporation.

Stromberg also produced "The Fire Patrol", "Women of the World", "The Siren of Seville", "A Cafe in Cairo", and others among the most successful pictures produced.

Recently it will be recalled President Coolidge declined to act in a motion picture. That production, "Midshipman Sterling", starring Ramon Navarro, is being directed for Metro-Goldwyn by William Christy Cabanne, a native of St. Louis.

For five years Cabanne was chief of staff for D. W. Griffith and he has made many big feature and serial pictures, including "Is Love Everything?", "Lend Me Your Husband", "Draft 258" and "The Great Secret".

"Drusilla With a Million", produced by Associated Arts Productions for release through F. B. O. as the first of its Gold Bond Special Series, and which has proven one of the box offices' sensations of the year is the co-property of a former St. Louisan. G. Goebel, one of the owners of Associated Arts Productions back in 1911, directed motion pictures for the Atlas Pictures Corporation which had its studio at Twenty-fifth and Montgomery streets. Goebel made several pictures for that company that were released through Universal.

Romaine Fielding, director-general of the Film Corporation of America, 6800 Delmar boulevard, was one of the pioneer big directors of motion pictures. He started with Lubin and during his career has made more than 300 pictures. He has also acted for the screen as well as on the legitimate stage.

Del Andrews, whose latest big success made for Ince was "The Galloping Fish" and who is now under contract with F. B. O., started his movie career in St. Louis in 1908. Others of his big pictures were "The Hot-tentot" and "Judgment of the Storm".

George Kern, who directed Florence Lawrence in "The Unfoldment" in her brief "come back" in 1921, is a former resident of St. Louis and St. Louis capital backed that picture.

Gilbert Parker Hamilton, who directed "The Spirit of St. Louis" for the Rothacker Film Corporation, is another movie director who got his start in St. Louis. He also was with Atlas back in the early days. Some well known pictures he made are: "The Last Rebel", "Open Your Eyes", "The Woman of Lies" and "Every Woman's Husband".

King Baggott, born in St. Louis in 1880 and educated at the old Christian Brothers College on Easton avenue, was the first big star motion picture actor. In the baby days of the industry King Baggott and Florence Lawrence were the big luminaries of the silver screen. He was the first American actor signed to star in a picture made in France. The production was "Absinthe". He has been directing pictures for more than three years and is under contract with Universal. "Raffles" is his latest feature. He also made "Darling of New York", "Kentucky Derby", "Human Hearts", and others.

F. Richard Jones is a product of the old Atlas Film Exchange here. He started with that company twelve years ago, and later journeyed to the Coast where he joined Mack Sennett's forces. He was a film cutter but finally worked himself up to a director's megaphone. He is now familiarly known as Dick Jones and is director general at the Hal Roach Studios in Culver City, Cal. His classics include "Mickey", "Yankee Doodle in Berlin", "Molly O", "Cross Roads of New York" and "Sheik of Araby", all big box office hits.

Henry Otto, who directed "Temple of Venus", "Dante's Inferno" and "The Rime of the Ancient Mariner" for Fox, was born in St. Louis. Prior to going into the movies he was an actor on the dramatic stage.

Harold Shumate, now directing Westerns for Universals, was born at Austin, Texas, but claims St. Louis as his "home". He attended the grade and high schools and college here. In addition to directing Shumate has written many scenarios and short stories.

Cullen Tate for several years worked as a reporter for various St. Louis newspapers, but is a native of Paducah, Ky. He started his movie career as an assistant director for James Cruze in 1919. Since then he has been associated with Cecil B. De Mille, the late Thomas H. Ince and George Fitzmaurice.

(Continued on Page 26)

St. Louis—Movie Center

ST. LOUIS, although comparatively few know it, at one time was the motion picture producing center of the United States. Many famous films were produced here when Hollywood was a "vacant lot" and St. Louisans now are participating in the making of the big screen hits. Plans are in the making for restoring St. Louis to its former eminence in this field, and it is expected that soon most of these plans will be reaching fruition.

1000 Young Men from Parts of Missouri, Illinois and Arkansas to be Trained Here

Citizens Military Training Camp at Jefferson Barracks, July 23 to Aug 21—Chamber Helping in Efforts to make Camp Here Outstanding



Jefferson Barracks, where Camp will be held

FUTURE business men of the St. Louis trading area are arriving at Jefferson Barracks, through St. Louis, this week and will be guests of the city for the next month. These young men are all coming here to attend the Citizens Military Training Camp to be held at the Barracks, July 23 to August 21, and will be taught the elements of good citizenship.

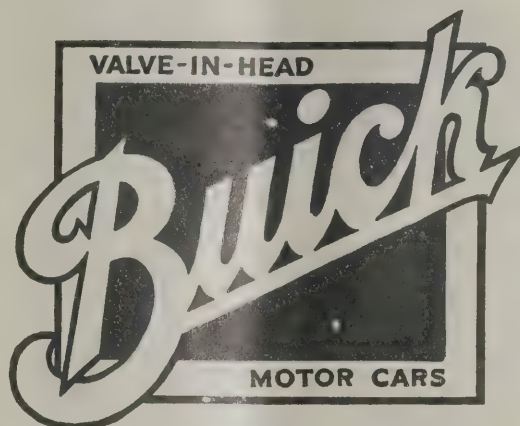
Colonel David L. Stone, commanding officer at the Barracks, has been more than pleased with the response of the entire city to his invitation to help entertain these future business men. Now, mere boys, ranging from 17 to 22 years of age, they will make friends for St. Louis that will last a life time.

At a meeting held recently at the Chamber of Commerce plans for these boys, including ball games, boat rides, shows and such things, were planned.

Festus J. Wade was elected honorary chairman of a general committee and Colonel A. T. Perkins was elected acting permanent chairman with Paul V. Bunn as secretary, Warren M. Chandler as treasurer and H. J. Pettengill finance chairman and L. C. Haworth, entertainment chairman.

Others who attended and who are cooperating in welcoming and entertaining these boys are: L. C. Haworth, Y. M. C. A.; H. J. Pettengill, Southwestern Bell Telephone Co.; Carl F. G. Meyer, Civilian Aide to the Secretary of War; Dr. A. H. Armstrong, Church Federation; Jack Grosse, Convention Bureau; J. H. Byrnes, Red Cross; Mrs. F. H. Littlefield, Federation of Women's Clubs; A. B. Hendry, Chamber of Commerce; Paul V. Bunn, Chamber of Commerce; W. Palmer Clarkson, Chamber of Commerce; Ray G. Mills, Junior Chamber of Commerce; L. A. Schulz, Junior Chamber of Commerce; Wade Greaves, Junior Chamber; Omar Storey, Junior Chamber; Edward Palmer, Junior Chamber; John Neis, Junior Chamber; Frank W. Carter, Junior Chamber; Dr. John J. Maddox, Board of Education; Mrs. W. T. Donovan, Catholic Woman's League; Mrs. H. G. Mudd, Red Cross; Mrs. J. S. Calfee, Board of Religious Organizations; Col. A. T. Perkins, United Railways; Lt. Commander Brooks, First National Bank; William T. Findlay, Mayor's Office; Albert J. Davis, Mfrs. and Merch. Assn.; Warren M. Chandler, Nat'l Bank of Commerce; W. J. Moriarity, Knights of Columbus; O. G. Lucas, First Nat'l Bank; and Mr. Sperry, Optimist Club.

(Continued on Page 28)



When Better Automobiles
are Built,
Buick Will Build Them

South Side Buick Auto Co.
3456 S. Grand Boul.

Kuhs-Buick Co.
2837 N. Grand Boul.

E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

West Side Buick Auto Co.
Kingshighway and McPherson

East Side Buick Co.
326 N. 10th St., E. St. Louis, Ill.

Jakes-Buick Auto Co.
Kirkwood, Mo.

Schnure Motor Co.
2938-50 Olive St.

Vesper-Buick Auto Co.
Lindell at Grand

Springfield's Boy Scout Band Entertained Here Recently



Springfield Scouts at Union Station

THE Boy Scout Band of Springfield, Mo., was greeted at Union Station by a delegation of Chamber of Commerce representatives recently, when the band spent several

hours here. The band, composed of 110 pieces, is one of the outstanding bands of its kind in the United States and plays frequently at various gatherings in many cities.

Most Lines Show Gains, According to Federal Reserve Report

CONSIDERABLE irregularity featured business during the period under review, with weather and crop prospects the chief influencing factors. Meteorological changes were drastic and sudden, extreme heat being succeeded by unusually low temperatures, the latter culminating in freezes late in May which resulted in scattered damage to crops and retarded retail distribution of seasonal merchandise. The cold was followed by a return in June of excessive heat, which latter, however, was accompanied by good rains and scattering showers that served to materially aid all varieties of vegetation which had long suffered from lack of moisture.

Taken as a whole business activities were well sustained, and in a majority of lines investigated there were gains over the corresponding period a year ago. In the iron and steel industry a slight increase in production was recorded over the low point in April. Distribution of automobiles, both at wholesale and retail, was larger than during the preceding thirty days, and also showed a fair gain over the same time in 1924. Sales of drugs and chemicals, dry goods, clothing and hardware were larger than last year. Activity in the building industry was well sustained, though the value of permits issued in the five largest cities during May fell below the April total.

As has been the case for the past several months, purchasing of commodities for prompt shipment is relatively much better than for future delivery. In all sections there is a disposition to resist price advances, and retailers are taking only what they can dispose of from month to month. Merchants in the country are postponing ordering of fall goods until something more definite is known relative to the outcome of crops. Since June 1 the movement of farm supplies has undergone marked improvement, and retail trade in the country is showing more life than in a number of months.

Retailers in the large cities report an exceptionally good business in tourist accoutrements and vacation supplies generally.

While purchasing of coal by virtually all classes of consumers is limited to current requirements, and activities at mines continue at a low ebb, the feeling in the fuel market was slightly more optimistic. This improved sentiment was based on an increase in inquiries, generally light stocks in consumers' and retailers' hands, and expectations that contracting and stocking for fall and winter will begin soon. The drop in temperatures toward the end of May caused a temporary acceleration in the movement of domestic coal, and there has been a fair volume of ordering by apartment houses and householders about to depart on vacations. In the Illinois, western Kentucky and Indiana fields shaft mines are active from one to three days per week, but many strip pits are operating at close to full time. The demand for steaming coal continues slow, and railroad tonnage is disappointing. Prices generally showed little change worthy of note as compared with the preceding thirty days. Production of bituminous coal for the country as a whole for the calendar year to June 6 was 206,103,000 net tons, against 207,345,000 tons for the corresponding period in 1924, and 243,346,000 tons in 1923.

Freight traffic of railroads operating in the district continues in satisfactory volume, and for the country as a whole loadings of revenue freight for the first 22 weeks of the current year, or to May 23, totaled 20,341,617 cars, against 19,559,907 cars during the same period last year and 19,957,899 cars in 1923. Loadings for the week of May 23, totaled 986,209 cars, the largest for any one week recorded this year.

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. Costs but \$16.00 per year. *Can you afford to be without it?*

If any kicks, tell the

TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Meyer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Simmons Hardware Co.

Your co-operation will help to maintain prompt, regular *freight service* on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.



*What does
it signify?*

Garage and Relay Station—Famous-Barr Co., St. Louis

The St. Louis family of Mississippi Valley Structural Steel buildings is growing fast. What does it signify? Some of them are giants, but none of them is insignificant because they invariably make good on their own account.

Take any other city, and it is the same. Mississippi Valley Structural Steel work starts a new group wherever it is represented. And one of the natural developments in each center where these buildings multiply is the use they learn to make of our inclusive service—all metals from one source.

Write us a letter about your problem!

MISSISSIPPI VALLEY STRUCTURAL STEEL CO.

Engineers and Builders

Owning and operating plants at St. Louis, Missouri, and Decatur, Illinois.
St. Louis plant located at 3117 Big Bend Road.

Avoid Charity Solicitations Made By Telephone

IN a statement just issued, the Charities Bureau of the Chamber of Commerce warns members of the Chamber, as well as the contributing public at large, to beware of solicitations over the telephone for money or the purchase of tickets.

During the past two months, several professional promoters have persuaded local charities, and in some instances organizations not classified as charities, to allow them the use of the agency's name in soliciting money over the telephone. These telephone solicitors then ask the person to whom they are telephoning to purchase a certain number of tickets for benefit concerts or entertainments to be given in St. Louis. Shortly after the telephone conversation has ceased, a boy will call on the prospective donor at his residence or place of business with the tickets and collect the money.

The Charities Bureau cautions donors not to give in response to any telephone calls for any cause whatsoever. If the cause is a worthy one, the sponsor will be willing to approach the donor personally. The very use of the telephone for this purpose implies a questionable motive.

In some cases, these promoters approach organizations that are not recognized. These organizations having found it difficult to raise money gladly accept the promoter's proposition of twenty per cent to the organization and eighty per cent to the promoter, thus donors are lured to place their gifts in unworthy

channels. Members can rest assured that no officers of a recognized, legitimate agency will solicit money over the telephone. They can, therefore, rest assured that when they receive a telephone call for money, the call is being made through professional promoters and professional promoters are not doing the job for their health or for humanitarian purposes. They are getting anywhere from sixty per cent to eighty per cent of everything collected.

The following statement in regard to professional promoters has been mailed to every charity in St. Louis:

"This is the time of year when the charity entertainment promoter may be expected to come to town.

"These professional promoters, and there are several of them traveling through various sections of the country, realize that it is oftentimes difficult for charities to raise their required budget and so they have adopted a plan whereby they apparently give an agency a sum of money without asking the agency to put forth any effort to raise it. But in reality the charity gives everything and receives but little in return.

"The plan of the professional promoter is as follows:

"He or she approaches the officers of the charity and asks for the use of the agency's name in arranging a large entertainment. The promoter promises to sell all the tickets, furnish the entertainment, and, for the privilege of using the agency's name, pay the agency a flat sum, say of \$300 or \$400. The charity's representatives are allowed to sell tickets perhaps two or three days prior to the entertainment and receive the receipts at the door the night of the entertainment. The officers of the charity feel that they are getting a big bargain, but this is really what happens:

"For two or three weeks prior to the entertainment, the promoter's solicitors thoroughly canvass the city so that the officers of the charity find, if they make an effort to sell tickets three or four days prior to the entertainment, that the town has been so thoroughly sold it is impossible to make any additional sales. This is likewise true the night of the entertainment, for everyone has bought tickets from the promoter's solicitors and very few tickets are sold at the door.

"The promoter's solicitors in selling tickets use the name of the charitable institution, and the man buying tickets believes he is contributing to the institution. He does not realize that the money he is paying for the tickets goes into the pocket of the professional promoter. In most instances he is not interested in attending the entertainment, but merely buys the tickets because he believes he is helping the charity. This is absolutely unfair to both givers and charities. When a man gives a five-dollar bill to a charitable institution, he expects at least eighty-five per cent to go to the charity to which it is given and not into the pockets of a promoter.

"Often an agency that has lent its name to a professional promoter later finds that it is in need of money and must make a public appeal, and donors who have purchased tickets to the entertainment, feel immune from further appeals and refuse to give.

"The professional promoter never renders an accounting to anyone for the actual amount of money received. He pays the officers of the charitable agency the sum agreed upon, stands expenses and any profit over and above that he keeps. It is safe to say, in many instances professional promoters have made anywhere from one thousand to two thousand dollars on one entertainment.

"Believing that the methods of the professional charity entertainment promoter are unfair both to the charity and to donors, the Charities Bureau of the Chamber of Commerce has gone on record as absolutely opposed to this method of raising money. The committee has considered the question and believes it will be justified in seriously considering a refusal to endorse any agency that allows any professional promoter to use its name in securing funds from the general public. Our action is not unusual in this respect, for many other cities have taken the same stand.

"The Charities Bureau has every confidence in the management and legitimate money raising methods of the Welfare Agencies of St. Louis. Its chief aim is to foster and encourage deserving charities and philanthropies. But it fears that if certain agencies continue to use the professional promoter they will lose their present good standing. In the interest of welfare agencies, therefore, the above statement is issued."

The members of the Charities Committee are: George D. Markham, Chairman; Dr. Hanau W. Loeb, Harry ter Braak, Albert VonHoffmann, George W. Wilson, Charles Rebstock, Louis Gollin, Dr. W. H. Luedde, and Scott R. DeKins, Secretary.

Markham Agency In Business 50 Years

IN OBSERVANCE of its 50 years' of business in St. Louis, W. H. Markham & Company, an insurance firm, has issued an attractive pamphlet setting forth the history of the firm from its inception in 1875.

Under the heading, "50 Years of Service," the firm's history is detailed as follows:

- 1875—In March of this year, William H. Markham founded an insurance agency at 102 South Commercial Street, St. Louis. He brought the first agency of the Boston Underwriters to St. Louis. The original series of policies bear the imprint "March, 1875."
 - 1877—Operations were conducted under the firm name of Markham & Barlow on the second floor at the Southwest corner of Main and Pine Streets.
 - 1879—Business again conducted under the name of W. H. Markham with office on the first floor at the Northwest corner of Third and Pine Streets.
 - 1881—Office at 207 North Third Street. George D. Markham began business with his father.
 - 1883—Offices located at 320 North Third Street. Firm name now W. H. Markham & Son. John R. Goodall entered the business.
 - 1886—Albert H. Hitchings employed.
 - 1893—Offices in the Merchants Exchange, 117 North Third Street.
 - 1900—Offices in the Century Building, Northwest corner of Ninth and Olive Streets. Charles H. Morrill employed.
 - 1901—Death of William H. Markham on February 8th. The firm continued as W. H. Markham & Son.
 - 1903—On January First, the firm name became W. H. Markham & Company.
 - 1904—Boyle O. Rodas employed.
 - 1907—Offices removed to the Pierce Building, Southeast corner of Fourth and Pine streets.
 - 1917—Offices removed to Railway Exchange Building.
 - 1925—Firm name: W. H. Markham & Company. Offices: 16th Floor, Railway Exchange Building.
- Partners in the firm are: George D. Markham, John R. Goodall, Charles H. Morrill, Albert H. Hitchings, and Boyle O. Rodas.

J.S.

Steamer De Luxe

On The Mississippi
where the
Cool Breezes Blow

2—TRIPS—DAILY—2

Every Morning at 9:30

Every Evening at 8:45

Every Saturday Afternoon at 2:30

Cooling breezes—restful steamer chairs and rockers—delicious chicken and steak dinners—wonderful dance floor—marvelous music—and St. Louis' finest people—that's a day or evening on the big palace steamer—Take a trip on the "J. S."—you will be delighted.



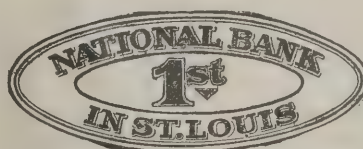


**NATIONAL
BANK**

**St. Louis'
largest bank—**

Renders Service to
St. Louisans unsur-
passed by that of
any Bank in the
United States.

*Cordially Invites Conference
on any Financial Matters*



Broadway—Locust—Olive

FIRST IN SIZE AND IN SERVICE

Harry T. Bussmann Heads Sales Bureau For Coming Year



**Harry T. Bussmann, Chairman,
Sales Managers' Bureau**



**Jos. B. Kleinhauser, 1st Vice-Chairman,
Sales Managers' Bureau**



**James A. Lytle, 2nd Vice-Chairman,
Sales Managers' Bureau**



**H. A. Borgmann, Treasurer,
Sales Managers' Bureau**

THE Annual Meeting and Election of the Sales Managers' Bureau was held in the Auditorium Dining Room of the Chamber, Friday, June 12, with an attendance of over one hundred and twenty-five. At the meeting, O. L. Swanzey, retiring Chairman of the Bureau, presented a report covering the accomplishments of the Bureau under his administration. According to the report, the major accomplishments were:

A Good Will Tour conducted through forty-nine cities and towns in Missouri; thirty-three Problems Course Luncheon meetings held during the year, at which subjects pertaining to the distribution end of business were discussed by speakers of national reputation; laid plans for a Two-Day Sales Conference to be held jointly with the American Management Association in the Fall of 1925; conducted three classes on public speaking, attended by eighty members of the Bureau; held three evening meetings at which delightful programs were given; held a Christmas party for members, their wives and children, attended by over

three hundred; arranged a dinner and entertainment in honor of foreign students attending St. Louis Colleges and Universities, who plan to return to their native countries on completing their courses; published, weekly, the Sales Managers' Bureau Bulletin, which has contained a number of very helpful articles, widely read by Sales Managers; and published results of a survey of expenses connected with the use of automobiles by salesmen.

Among the other activities of the Bureau were:

Entertained a delegation of Arkansas business men, headed by Gov. Tom J. Terrell; conducted series of round table meetings during the summer months; conducted tour through Chevrolet Plant.

Following the report of the Chairman, the following new Directors were elected for a period of three years:

E. W. Hughes, Lionel Kalish, W. C. Fischer, H. H. Zucker, C. P. Melton, H. E. Walker, W. E. Engle, Carlyle Thomas, C. A. Anderson.

At a meeting of the Executive Board of the Sales Managers' Bureau, held June 18, Harry T. Bussmann, Vice-President of the Bussmann Manufacturing Company, was elected Chairman of the Bureau for the ensuing year.

Mr. Bussmann has been a member of the Bureau for a number of years. He has been active on a number of the Bureau's committees and as instructor of the Bureau's Public Speaking classes has played an important part in developing the Educational activities of the Bureau. He is perhaps the most outstanding authority on the construction of a speech, in St. Louis today.

At the same meeting, Jos. B. Kleinhauser, Secretary-Treasurer of Bettmann-Kleinhauser Clothing Company, and James A. Lytle, District Distributor of the Corona Typewriter Company, were elected First and Second Vice-Chairmen respectively.

Mr. Kleinhauser served the Bureau last year as its Second Vice-Chairman. He has been an active member of the Bureau and of the Executive Board and has always assisted in promoting the Bureau's Good Will Tours.

Mr. Lytle came into prominence in the Bureau's affairs as Chairman of the Problems Course Luncheon meetings. The meetings arranged under his administration were of exceptional attraction.

H. A. Borgmann, Sales Manager of the Malinckrodt Chemical works, at the same meeting was elected Treasurer of the Bureau. Mr. Borgmann has the distinction of not having missed a single meeting of the Bureau during the past year. He is a new member of the Executive Board and a valuable member of the Bureau.

These newly elected officers are holding periodical meetings to build the organization structure for the new year.

WEBSTER COLLEGE

*for
Young Women
and Girls*

**The Ideal School for
Your Daughter or Ward
*Empowered by the State
to Confer Degrees***

**FOR
Illustrated Prospectus of College
Address the Registrar**

**FOR
Illustrated Prospectus of Academy
Address the Directress**

WEBSTER COLLEGE
Webster Groves - - - Missouri

Bell Telephone, Webster 1465

Member of the North Central Association of Colleges

St. Louis is the largest market in the U. S. for

Millinery	Trunks
Lumber	Hides
Wool	Drugs
Hats	Chemicals
Coffins	Saddlery and harness
Bags	Carpets and curtains
Sashes and doors	Open-hearth steel castings



Close association with St. Louis affairs and thorough understanding of local conditions qualify us to handle St. Louis business for banks, trust companies, corporations and individuals to best possible advantage.

Mercantile Trust Company

*Member Federal
Reserve System*

EIGHTH AND LOCUST



*Capital & Surplus
Ten Million Dollars*

-TO ST. CHARLES

SAINT LOUIS

Broderick & Bascom Now in New Million Dollar Plant

A CONSTANTLY increasing volume of business has again necessitated the expansion of the Broderick & Bascom Rope Co. The firm is now housed in its new \$1,000,000 fire-proof plant, occupying an entire city block in the so-called industrial section of Northwest St. Louis.

The factory is ideally located, as it adjoins the tracks of the Terminal Railroad Association, whose belt lines intersect and connect with all railroads entering St. Louis.

The factory proper, occupying the north side of the site is 142 feet wide by 494 feet long. Foundations are concrete to support the heavy "laying up" and "standing" machinery. The walls are brick, floor and roof are concrete. Steel trusses support the roof. Daylight floods every corner, with monitor skylight and daylight construction the entire length of the building.

South of the factory, parallel to and separated from it by a 20-foot open concrete space, is another building unit, 84 feet in width by 494 feet in length. The eastern end is of two-story construction, the second floor being occupied by the company's factory office. The lower floor comprises the warehouses for wire, finished rope, the spooling and testing department, a complete machine shop and blacksmith shop, engine room and boiler house. This building is also brick, with concrete roof and floors and steel trusses.

The boiler house has a power capacity of 900 H. P. with coal bins having a capacity of 500 tons. Coal is handled with power conveyor. Engine room is equipped with a 350 K. W. Hamilton Engine and Westinghouse Generator. A reserve engine and generator of

equal capacity will shortly be installed. Foundations are now in place ready for the equipment. All power used is manufactured by the company and is direct current type.

Machine shop and blacksmith shop are complete in every respect. Here, all of the wire rope machinery used in the plant is built and maintained. Wire warehouse, with special bins provided, has a story capacity of 8,000,000 pounds of wire.

The double track switch adjoins the warehouse building at the south, to facilitate the handling of raw and finished material and shipment of same and to take care of coal requirements.

Three smaller buildings occupy the south side of the site. These are the core house, carpenter shop (in which building, all wire rope spools are made) and garage. All buildings are fireproof throughout and equipped with all the necessary tools and machinery which constitute a strictly up-to-date manufacturing plant. Shower baths are provided throughout the buildings.

The plant was designed by E. P. Frederick, General Superintendent and Chief Engineer of the Broderick & Bascom Rope Co., who has been with the company since 1877. Mr. Frederick also supervised the erection of the building and installation of all machinery.

The Broderick & Bascom Rope Co. was established by John J. Broderick and Joseph D. Bascom in St. Louis in 1875 and was incorporated in 1882. In their earlier days, wire rope was made by hand on a "rope walk" a mile long, then the generally accepted method of making long cables in one continuous length. This company introduced into St. Louis the first wire rope making machinery west of the Alleghanies.

The company's first power factory was built in 1884. This was a two-story building which burned down in 1887 and was totally destroyed. This experience demonstrated that a two-story building was not adapted for wire rope manufacture. Therefore, it was decided to build a one-story plant. The same course was taken at Seattle, where one of the most complete and modern factories on the Pacific Coast was built by the company in 1906. Until the present new St. Louis plant was built (which surpasses the Seattle Factory in convenience and in its "one-way" feature) the western plant was probably the more productive and economical. The Seattle factory takes care of the Northwestern Logging Industry.

Joseph D. Bascom, one of the two founders, is Chairman of the Board, John K. Broderick is President, Chas. E. Bascom, Secretary and Treasurer. John J. Broderick died in 1919.

First National Bank Employees Have Annual Outing

Officers and employees of the First National Bank in St. Louis and its two affiliated institutions, the St. Louis Union Trust Company and the First National Company, spent a delightful afternoon and evening at the Riverview Country Club recently.

Special busses and automobiles left the bank at 4 o'clock with the employees and members of their families. The afternoon was taken up with golfing, tennis and swimming. After a 7 o'clock dinner, the remaining part of the evening was taken up with dancing.

Trade Opportunities Abroad Stressed

WITH the recent visit to St. Louis of Commercial Attache Harry Sorensen, representative of the United Bureau of Foreign and Domestic Commerce in Copenhagen, a number of Mississippi Valley exporters were given an insight into an export territory which has hitherto been somewhat neglected. The Bureau's Copenhagen office facilitates American export trade promotion with all of the three Scandinavian countries of Norway, Sweden and Denmark.

Mr. Sorensen, who has spent the last four years in these countries, pointed out in his conversations with exporters here that there is a market in Scandinavia, actual and increasing, for a great number of products which are manufactured in the Mississippi Valley. There are some lines, of course, which, due to the nature of native resources there, would be unable to successfully compete in the Scandinavian markets, but other lines, especially those of boots and shoes, hardware, leather goods, drugs and chemicals, and agricultural implements, are capable of expansion. Mr. Sorensen pointed out in particular the fact that our exports to Denmark rose from \$15,480,000 during the first four months of 1924, to \$19,450,000 during the corresponding period of 1925; to Norway from \$7,000,000 to \$10,800,000, and to Sweden they remain practically unchanged, at nearly \$14,000,000. Thus, it will be seen that trade relations between the United States and Scandinavian countries are expanding.

Exchange developments in these countries, as well as in Finland, during the past half year reveal some phases with a decided effect on our export trade, according to a report just issued by the Scandinavian expert of the bureau's European division. The appreciation of the national currencies of these countries on the exchange markets of the world has had a marked effect in increasing purchases of United States products.

Among the many factors causing the upward curve, perhaps the most decisive has been the increased value of the pound sterling. In both Denmark and Norway depreciation of national currency has been steady, whereas from November, 1924, up to the latter part of April, 1925, Swedish exchange remained at a premium of about one-half of 1 per cent. A slight recession took place in May, during which month it was quoted at a discount of about one-half of 1 per cent.

Mr. Sorensen pointed out that one of the fallacies sometimes obtaining in export trade was to judge the potential purchasing power of any one market solely by the total of its population. He pointed out the discrepancies in this practice, showing that the Scandinavian countries purchase considerably more than some of our other foreign markets with much more than double their population. He stated that, in view of the recent tendency in the Mississippi Valley among export managers to look beyond the larger regular markets for new sales territories, the Scandinavian countries should be given careful consideration.

The purchasing power in these countries is perhaps as high if not higher than any other group of markets in Europe, and with the more settled conditions which have been created since the adoption of the Dawes plan, it is believed that here is the steady receptive market to well-introduced American lines. It is significant to note that in view of the increased interest in the Scandinavian markets the bureau has recently established another office in Stockholm, Sweden, for the purpose of rendering assistance to American manufacturers interested in that territory.

The WINKLE TERRA COTTA COMPANY Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.

MISSOURI PACIFIC RAILROAD COMPANY
GULF COAST LINES INTERNATIONAL-GREAT NORTHERN

Agricultural Development Is Paramount Issue Along Missouri Pacific Lines

EVERYONE admits the basic importance of Agriculture and everyone knows that sound and lasting prosperity is absolutely dependent upon the prosperity of the Agricultural industry. We, of the Missouri Pacific Lines, recognizing this fundamental economic truth, are doing everything possible to assist in putting all branches of Agriculture on a happy and prosperous basis.

Agricultural development, or the responsibility for it, rests primarily on the people who are living on the land. Institutions such as the Missouri Pacific can, and our desire is, to lend every possible assistance. With this in view there has been organized on the Missouri Pacific and now is in successful operation, an Agricultural Development Department, headed by and composed of experts. This department and the men who are members of the staff are available to aid in the development in any community or section along sound and practical lines.

Experts employed by the Missouri Pacific Lines, and available for co-operation with people along our lines, are prepared to assist in campaigns of education with a view to proper development and production of any commodity in any community or district. We do not advocate growing two blades of grass where one grew before, but we are prepared to help determine what crops can be produced to best advantage and marketed to best advantage. And we know that the quantity production of any crop in any district is advantageous, for it enables the producers to market the commodity to best advantage and frequently makes it possible to exercise a determining influence on consuming market values.

There are vast areas of undeveloped territory along the Missouri Pacific Lines, and we of the Missouri Pacific will gladly aid farmers and any others interested in development of that territory, and in obtaining best locations for that development. There are other large areas which have been developed to some extent, but which can be further developed to great advantage, and it is our desire to be helpful in assisting and in bringing about proper development of such locations.

Our organization solicits the opportunity to be helpful wherever we can. And anyone interested should feel free to consult us about conditions in any section served by our lines.

As a result of the work of the Missouri Pacific Lines, hundreds of thousands of dollars of new wealth have been put in circulation in many communities and more such tangible prosperity is in prospect in other places served by our lines. This prosperity reflects itself in every line of business. And it is the desire of the Missouri Pacific to be helpful in this and in every other way so that the entire territory served by our lines may enjoy the fullest measure of prosperity and happiness.

I solicit your co-operation and suggestions.



M. J. Basch
President

Brecht Company Makes Large Shipment To South America

A SOLID train of packing house machinery and equipment, manufactured by the Brecht Company of St. Louis, went forward recently en route to the city of Concordia, Province of Entre Rios in the Argentine Republic. This shipment will be followed by several others of similar nature and size during the next few weeks, being doubtless the largest order of made-in-St. Louis goods ever shipped out of this city to South America.

The entire shipment is being supplied by the Brecht Company of St. Louis for the Cooperativa Frigorifica y Saladeril, Arentina Concordia, (Cooperative Refrigerating and Packing Company of Concordia, Argentina). One of the principal industries of the Argentine is the supplying of meat and meat products to the consuming markets of the world and the Cooperative Saladeril Concordia is one of the most important and powerful enterprises in the cattle killing industry of South America.

This organization enjoys a highly favorable international reputation and is now building a new plant of much greater capacity which will be equipped exclusively with modern American machinery, all made in St. Louis.

The Cooperative Saladeril Concordia is a firm of great financial strength. The capital is entirely Argentine and the Directorate is comprised of well known representative men, whose activities truly reflect the progressive spirit of a great nation. In fact, the development and commercial expansion of the Argentine rival in their possibilities those of our own country.

Stretching from the tropical provinces of the north to the southern most tip of the South American continent the Argentine Republic covers a territory equal in size to the United States. Its enormous grain fields are on a par in fertility and productiveness with those of any other part of the world. The great cattle and sheep ranches, carefully and scientifically improved for many years through importation of the best types of breeding animals, are always a source of wonder and revelation to American and European visitors.

The packing house industry is highly developed, the Argentine having some of the largest, most modern and efficient plants known to the meat industry. Most all of these great establishments are entirely equipped with St. Louis made machinery. From the north of tropical Brazil through Peru, Paraguay, Uruguay, Chile and the Argentine down to the little known land of Tierra del Fuego, St. Louis machinery and equipment built by the Brecht Company is in daily operation.

The Brecht Company, located on Cass avenue, St. Louis, has been serving the meat and allied industries for over 70 years. About 30 years ago the Brecht organization established a branch office at Buenos Aires, the capital city of Argentina, since which time it has covered all of the immense South American territory. In fact, it has been the Brecht confidence in the Argentine and its people, that has contributed largely to the prestige now enjoyed in South America by American industrial enterprises.

Buenos Aires is today one of the great capitals of the world and is a center of enormous commercial importance. This city, modern in every respect, has a population of approximately two million people. It is justifiably proud of its beautiful park system and its magnificent boulevards, while its race track and opera house are the finest in the world. A modern subway system facilitates rapid transportation, palatial office buildings fifteen and sixteen stories high are becoming more numerous and some of the private residences are equal to the finest in New York, London or Paris.

The large shipments of products from St. Louis industrial plants which are now going to our South American friends are the result of tireless effort and years of close association with our sister Republics of the South. During these years solid ties of friendship and mutual understanding have been strengthened until today the United States, and especially St. Louis, enjoys a confidence with South American people that is constantly increasing commerce and good will between the two countries.

J. N. Sommer Made Vice-President of Liberty Central Trust

According to a statement issued by F. E. Gunter, President of the Liberty Central Trust Company of St. Louis, the Board of Directors recently elected J. N. Sommer, Vice-President of the institution.

Mr. Sommer entered the employ of the bank on August 14, 1890, as a messenger boy. Since that time he has served in various capacities being appointed assistant cashier in 1921. Mr. Sommer is one of the oldest employees of the institution and is not only well known to its customers but in St. Louis as well.

R. P. Titus resigned as Vice-President of the Liberty Central Trust Company to take the position of Vice-President and Director of the Magnus Chemical Company of New York. Mr. Titus is returning to New York where he received his education and joining a company headed by his former classmate, William Campbell, president of the company.

Uniform Traffic Signals Urged by A. T. Morey

ARTHUR T. MOREY, general manager of the Commonwealth Steel Company of St. Louis, addressing the National Conference of Street and Highway Safety, which met recently in Atlantic City, declared automobile accidents in the last ten years have doubled. He also predicted that in a short time traffic signals would be standardized throughout the nation.

Mr. Morey, who is chairman of the subcommittee for development of favorable public sentiment, cited figures to bear out the statement that automobile accident deaths have doubled in ten years. He stated that during 1923, the last year for which figures are available, automobile accidents caused 22,600 deaths and 678,000 serious personal injury cases, and that the economic loss because of accidents each year is about \$600,000,000.

Automobile accidents throughout the country can only be decreased by the establishment and drastic enforcement of standard traffic laws, now prevented by the leniency and non-organization of courts and political interference, declared delegates to the Committee on Traffic Law Enforcement.

The committee, divided into three subcommittees, is formulating recommendations to be presented at the national conference at Washington during the coming fall.

The entire movement to effect traffic safety is under the active direction of Secretary Herbert Hoover, and the committee is headed by Col. A. E. Barber of Washington, chief of the transportation division of the United States Chamber of Commerce and who was in charge of the United States motor transport service in France during the war.

The committee is endeavoring to have definite and severe penalties for traffic violations established in all sections with proper co-operation of the courts with officers of the law, as well as developing public opinion in support of such law enforcement.

Police officials, it was said, many times feel that the courts do not support them in their efforts to enforce the traffic laws, and become discouraged in their efforts to stop accidents by arrests.

Diana, New St. Louis Car, Has Great Reception

FREDERICK H. RENGERS, Vice-President and General Sales Manager of the Diana Motors Company, who has just returned to St. Louis after an extensive trip through the metropolitan centers, says that the reception accorded the new Diana light eight-in-line car manufactured by the Moon Motor Car Company, is highly gratifying. In a statement recently given out Mr. Rengers said:

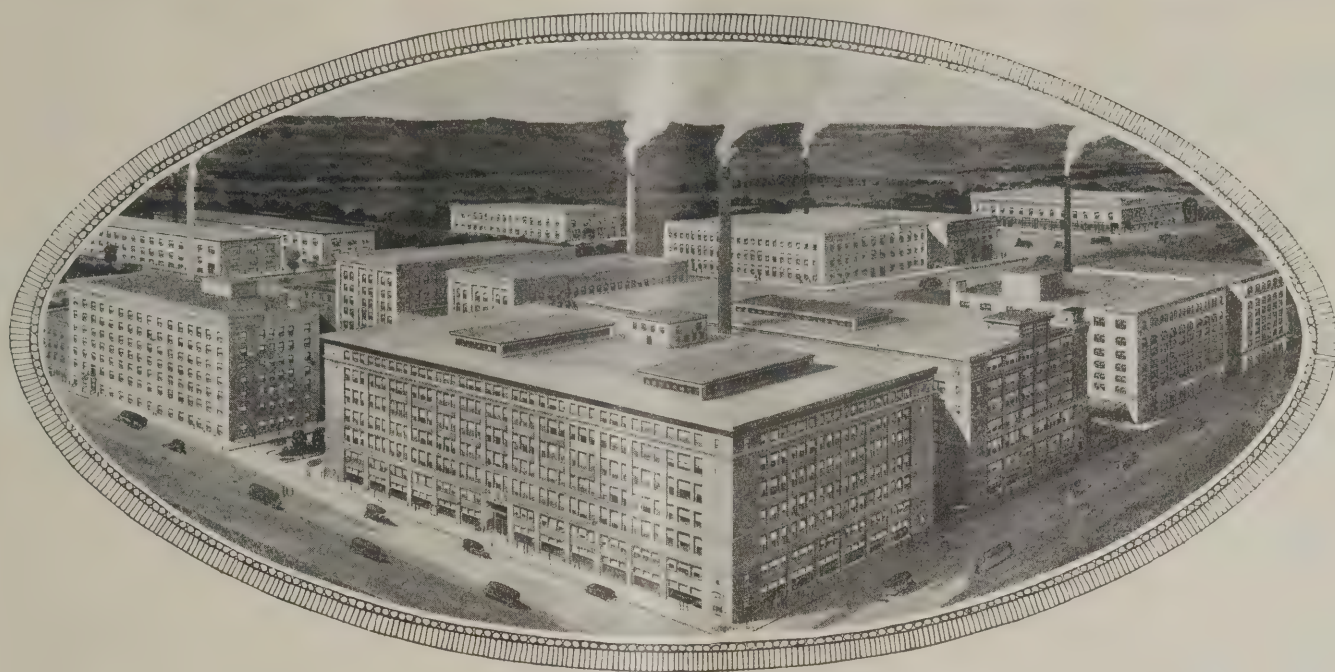
"The genuine enthusiasm and the sincere interest shown by the public and by our entire distributor organization for the new Diana light eight both before and since the new car was officially introduced, bespeaks a fine future for the new Diana eight. We have designed, created and are now producing in our St. Louis plant this light eight automobile upon the desire and the demand of the American public for an eight cylinder car of power and beauty plus lightness and serviceability and economy of operation.

"The enthusiasm being shown for the new Diana eight is being steadily reflected in increasing sales. In one day we received a total of 22 long distance calls from our distributors all over the country from coast to coast and from Minneapolis to New Orleans, wanting to know the shipping dates on their Diana orders."

Office Space For Rent

2000 feet of desirable space in the Chamber of Commerce Building, 511 Locust Street.

Details will be supplied upon request by James A. Troy, Assistant General Secretary, Room 708, Chamber of Commerce; Phone, Central 7565



Make The House of Ely & Walker Your Buying Headquarters During The July and August Market Season

We are making every preparation to give you a royal St. Louis welcome. While here, let us serve you in any capacity—do not fail to register your name with this Institution and make it your headquarters.

Visit Our Factories.

Inspect our Magnificent Salesrooms and view our interpretation of Modern Methods by *The Most Progressive House of St. Louis*.

Entertainment Features. Of Interest to Visiting Retailers.

A. R. A. Convention—Wednesday, August 5th.

Fashion Pageant—August 4th to 22nd.

Municipal Theater—Light Operas and Musical Plays.

New Garden Theater—High Class Drama.

Baseball—Browns: July 1st to 26th and August 18th to 30th.

Cardinals: July 28th to 31st and August 1st to 16th.

ELY & WALKER  **SAINT LOUIS**
Wholesalers and Manufacturers

Traffic Bureau Has Complete Tariff File For Members' Use

THE words "tariff" and "rate" sound dry to the average reader, but the real meaning of such words is everything to a shipper, especially if he has competitors.

If a firm gets an order to ship twenty ranges from St. Louis to Alpena, Michigan, f. o. b. Alpena, that firm must know exactly what the freight will cost, so as to add it in the bill. If they figure on an erroneous rate, their profit may turn into a loss.

Under the law, a shipper must pay a certain specific rate for each kind of shipment, according to weight and destination, and that amount is what has to be paid, regardless of any error that may be made, and even though an employee of a railroad company should make that error in quoting.

Would you not be surprised to know that the Traffic Bureau of the St. Louis Chamber of Commerce is frequently asked by the St. Louis representatives of railroad systems to quote to those roads rates from one point to another on their own lines?

You might think that the representative located here in St. Louis would have all this information, but it isn't so simple as that. The maintenance of a complete tariff file is a matter of magnitude and careful work. Our Traffic Bureau has over 20,000 "live" tariffs on file that are being used day by day by our shippers. In addition to that, we have nearly 5,000 "dead" tariffs, which are kept for use in the filing of claims, which arose in the past when those tariffs were alive.

Every one of these rates, live or dead, is at the disposal of our shippers.

It has frequently been said, and never disputed, that the tariff file of our Traffic Bureau is the most complete file of the kind in the United States, excepting the one owned by the Interstate Commerce Commission itself.

Just a week or two ago, one of our shippers asked the Chicago Great Western Railroad Company for the rate on a certain commodity originating on its own line, and they wanted to know what it would cost to ship it to Chicago or to St. Louis. It's impossible for the representative of that road to have every rate of that sort, so the representative of the railroad came to the Traffic Bureau of the Chamber and got the information, afterwards writing us the following letter, which is published with his permission:

"It gives me pleasure to compliment the Chamber of Commerce on their Traffic Department. It does not warrant the road that I represent to maintain a complete rate depart-

ment in St. Louis. Of course, we keep an incomplete file of tariffs and quote most any rate that we are asked for, but today, for instance, I had a call for a rate from a point on our line to Chicago and St. Louis. Knowing there should be a commodity rate in a Western Trunk Line Tariff, and we did not have the tariff in our file, my Company carrying a membership in the Chamber of Commerce, I at once called for the Rate Department and they with all courtesy and promptness gave me the requested rate and I was able to convey it to the shipper without any delay.

"This is only one example of many and I consider the Traffic Department of the Chamber here, not only an asset to the Chamber, but to the railroads and shippers, inasmuch as you have a complete tariff file and expert rate men to whom we can turn when we are in doubt or when we do not have the proper tariffs.

"I am only offering this information to you for whatever it may be worth, as it is my belief when anything is commendable, let it be known."

The object of this publication is to impress upon our business men and firms the importance of the tariff files of our Traffic Bureau, and to remind them that this valuable information is subject to their call at any time.



The Fall
Millinery Display of
the house of Levis-
Zukoski' Merc. Co.,
St. Louis, is con-
ceded to be of na-
tional significance.

Good Will Tourists Receive Refund

IN ARRANGING its Good Will Tours each year it is the policy of the Good Will Tour Committee of the Sales Managers' Bureau to handle them with every economy without sacrificing any comforts or conveniences for the delegates. The handling of the recent Missouri Tour offers no exception to this rule.

The Good Will Tour Committee, at a meeting held recently, declared a refund of \$28.10 to every firm sending a delegate on the Tour. This makes the total cost of the tour per delegate only \$121.90. For this small amount, delegates were enabled to visit their customers in forty-nine cities and towns in Missouri and establish personal contact, besides receiving a tremendous amount of advertising in the newspapers in the places visited. This is one of the largest refunds the Committee has ever been enabled to make.



In dealing with advertisers, please mention "Greater St. Louis".

Local Firms Awarded Many Building Contracts in Other Cities

Murch Brothers Construction Company, Railway Exchange Building, has been awarded the general contract on the two-story fire-proof Eugene Field Junior High School building for Hannibal, Mo. Their bid was \$199,450. This will complete Hannibal's \$800,000 school construction program authorized by the voters a few years ago.

The W. A. Fuller Company, 1917 Railway Exchange Building, has been retained to prepare plans for water works improvements and a sanitary sewer system for Staunton, Ill. The water works project will cost upwards of \$200,000 and include a dam with impounding reservoir, large tank on tower, motor driven pumping equipment and several miles of pipe line. The sewers will be installed later. About 25 miles of sewers will be laid. The cost will be approximately \$300,000.

The W. A. Fuller Company has also prepared plans for a sanitary sewer system at Jonesboro, Ill., to cost \$40,000 and for several miles of sanitary sewer at Winchester, Ill. Bids on both projects will be taken this summer.

V. E. Taylor, 407 Washington avenue, was awarded the general contract for a complete sanitary sewer system for Pittsfield, Ill. His bid was \$60,992.17. The system will include 46,992 feet of sewers. The Caldwell Engineering Co., Jacksonville, Ill., designed the system.

The McCarthy Construction Company, Chemical Building, has been awarded the contract for concrete paving of various streets at Caruthersville, Mo., on their bid of \$67,580.70.

George W. Clark Construction Company, 4043 Botanical avenue, has the contract for the construction of drainage and flood protection work in Drainage District No. 12, Jackson County, Ark. His contract price was \$68,700. The work includes 600,000 cubic yards of excavating.

A. R. A. Convention Here Next Month

(Continued from Page 6)

Langenberg Hat Company, St. Louis, Chairman; Fred B. Eiseman, Vice-President, Rice-Stix Dry Goods Company, St. Louis; J. H. Jones, Vice-President, Ely & Walker Dry Goods Company, St. Louis; John C. Ziegler, Louisiana Central Lumber Company, Clarks, Louisiana; W. L. Shelton, President, Covington Supply Company, Covington, Tennessee; J. D. Curreathers, Mangum, Oklahoma.

Every effort is being put forth to provide for the convenience and enjoyment of members who attend the Convention. There are many attractions in St. Louis that week including the National League Baseball Games, Cardinals vs. New York on August 3 and 4; Cardinals vs. Boston on August 5, 6, 7, 8; Cardinals vs. Philadelphia on August 9 and 10, which will be staged at Sportsman's Park.

During the week the Convention is in session, each evening the Fashion Pageant will be staged at the Garden Theater and the Municipal Opera at the Amphitheatre at Forest Park. These amusements in conjunction with a number of others will offer members a delightful week's stay in St. Louis.

The arranging of the Educational Program, as well as the other events of the Convention Week, is being handled very largely by Michael Levy.

The officers of the American Retailers' Association are: L. G. Boone, President; C. H. Burnett, J. D. Curreathers, R. T. Harville, A. A. Kuhne, W. L. Shelton and John C. Zeigler, Vice-Presidents, and Scott R. DeKins, Secretary-Treasurer.

The Public Works Construction Company, Century Bldg., was low bidder on a 339-foot reinforced concrete and steel bridge on Route 19, Shannon County, Mo., at \$33,480.05. The contract will be awarded at the next meeting of the Highway Commission.

H. R. Boone, 5103 Fyler avenue, was low bidder on 4.402 miles 12-foot gravel road in Warren County at \$32,745.33.

The Mound City Roofing Tile Company, 3301 Morganford road, was awarded contract for roofing tile for power house at the Kansas State Prison, Larned, Kans.

Contract for remodeling and enlarging the post office building at Camden, Ark., has been awarded to the William McDonald Construction Company, Syndicate Trust Building, for \$17,736.

H. R. Boone, 5103 Fyler avenue, awarded contract for 4.402 miles 12 ft. gravel road in Warren County on Warrenton-Hopewell road, Route 12, Section 40, at \$35,186.61.

Public Works Construction Company, Century Building, awarded contract a 339-foot bridge on Salem-Emminence Road, Route 19, Section 32, at \$36,826.

Frank L. Wilcox, engineer, Chemical Building, has been retained by the City of Sikeston, Mo., to design and supervise construction of a sanitary sewer system to cost upwards of \$80,000.



WE welcome to St. Louis the members of the American Retailers' Association and extend to them a cordial invitation to inspect our complete lines at our sales room, 1204 Washington Avenue.

**Bettmann-Kleinhauser
Clothing Company**

SAINT LOUIS

Murphysboro "Telling It to the World"

HOW Murphysboro, Ill., the center of the tornado which swept parts of three states, is "coming back" as a business center of Southern Illinois, is told in a special edition of one of Murphysboro's newspapers, which is being sent throughout the United States.

Excerpts from an article, profusely illustrated with photographs, showing the shopping district and thanking those who aided the tornado sufferers, tells of the town's rebuilding, follow:

"Doggedly fighting in the ditch of her adversity, Murphysboro looked up with tired eyes into the faces of thousands who came to give her succor, and fought on. Today her business men address this edition, dedicated to the town's victory, to those same thousands of her neighbors who came to her aid with open hearts and hands. The business heart of Murphysboro beats sturdily. Her homes are rising by the hundreds. To those who cried her doom she shouts her new challenger: 'Come and see!' To those who aided 12,000 distressed, bleeding fellow beings, the living humbly bid these come, as well, and make our town their town.

"Murphysboro never can forget the coming of the night of that day. It seemed the end. Yet from leagues and leagues away in 'Egypt' you came into the fires that silhouetted our plight. You held the bowl of milk and honey to our drawn lips, that we might live again. At Gorham and DeSoto it was the same. You were everywhere. Your aid was noble and immediate. We thank you. Humbly out of our hearts we 'thank you—not alone for ourselves, but for our fellows in distress at DeSoto and Gorham and in the rural districts as well. You have made us understand better what neighbors are and your deeds have given a new eloquence and meaning to the word **friendship**. We humbly acknowledge our great obligation. New strength is ours in our pride of you.

"Come to Murphysboro. Park anywhere, hitch where you may. Stay as long as you want to. Trade where you will. This town will be glad to have you and make you feel at home. If there's anything you want, ask for it. If we haven't got it, we will get it for you. We want to treat you just as good as we know you would treat us in your town or in your home. And we want to make Murphysboro just the kind of town you can come to, feel at home in, take a personal interest in and help us build anew on a basis of friendly understanding."

St. Louis' Shipping Facilities

(Continued from Page 7)

war measure and we have kept it ever since. The Bureau now has a Routing Committee, which goes over the field carefully at intervals and makes any necessary revision in schedules. These schedules are now printed as a part of the Shippers' Guide, which, the nation over, is the traffic man's guide.

The railroads furnish tables on future car movements, and compile facts to show how they have lived up to their schedules on the 1200 merchandise cars that leave here daily. This information the Bureau issues in a monthly report.

The package car service works out to the trade advantage of St. Louis by enabling salesmen to lay before a buyer of St. Louis goods something tangible in way of service. He can make a definite pledge on shipments. No other city in the United States can show such a schedule. Then, too, the merchant who purchases our goods is enabled to take advantage of rapid turnover by decreasing the amount of time his goods are in transit. Our chief objective from the start has been, not to reduce rates, but to obtain an expedited, regular and dependable service in the distribution of our goods.

St. Louisans in Movies

(Continued from Page 11)

He is working on the first of a series of comedy-dramas featuring Marion Mack. Last year he directed "Try and Get It".

Many other natives of Missouri have gained prominence as directors of motion pictures. Included in the list are:

Rupert Hughes was born in Lancaster, Mo. He has directed nine features adapted from his own novels. His best known pictures were "Gimme", "Souls for Sale" and "True as Steel". He is internationally known as an author and humorist.

Clarence Bricker, who has acted as assistant director for Edwin Carewe in many of his biggest productions, was born in Kansas City, Mo., 35 years ago. Webster Campbell is another native of Kansas City now directing pictures. Prior to that he acted for Paramount, Selznick and Vitagraph. He is now directing for First National. His most recent success was "Bright Lights of Broadway".

Erie C. Kenton, one of the leading directors for Warner Brothers, was born at Norborne, Mo., but 28 years ago. Prior to taking up directing he wrote scenarios and also at one time was an actor on the legitimate stage. He started his film career with Griffith's Reliance-Majestic Company and has directed 18 feature pictures. "A Fool and His Money", "I'll Show You the Town" and "Red Hot Tires" are among his films.

Edgar Lewis, who directed "Red Love", "Lillies of the Street", "The Right of the Strongest" and other successes, is a native of Holden, Mo. He was on the speaking stage for many years and started his film career with Solax at Fort Lee, N. Y.



Artificial Flowers
For Decorative Purposes

Merchants and Display Men can get ideas for windows and interior displays at our show rooms - Your inspection is invited while in the Market

Grimm Lambach

905 & 907 Washington St. Louis

Largest in the Southwest

BILLIKEN—



The Wonder Shoe of the Twentieth Century

The Shoe the Child Outgrows

Sold by
A Leading Retailer in Every City

Made only by
McELROY-SLOAN SHOE COMPANY
ST. LOUIS

Chamber's Postal Committee Working Constantly for Air Mail

OVERNIGHT air mail service between St. Louis and New York will be inaugurated soon, it is expected. First definite plans for the service, which will enable St. Louisans to mail a letter at 4 o'clock in the afternoon for delivery early the following morning in New York, were announced following the successful tryout at the Lambert-St. Louis flying field of a big biplane which is expected to carry the mails from St. Louis to Chicago.

Plans for the service were matured by a St. Louis Chamber of Commerce Committee and followed conferences with Col. Paul Henderson, Assistant Postmaster-General in charge of transportation of mail. This committee is endeavoring to speed up securing the service for St. Louis.

The Postal Committee of the Chamber of Commerce, following up reports from Washington June 29 stating that bids for the St. Louis Chicago air mail service had been invited on that date by the Postmaster-General, received information that arrangements had not been completed and that delay had occurred in issuing the advertisements inviting contractors to submit the bids for such service. As conflicting reports have been received as to dates the advertisements would be posted, Colonel A. T. Perkins, Chairman of the Postal Committee of the Chamber of Commerce, took the matter up with Senator Williams, who wired Postmaster-General New on July 7 as follows:

"If entirely consistent will you kindly let me know just how matter of letting contract for branch air mail service between St. Louis and Chicago to connect with Chicago-New York night service stands. Many of our St. Louis bankers and merchants feel they are put at a disadvantage as compared with Chicago by this branch service not being promptly installed."

Under date of July 8 the following reply was received by Senator Williams from Deputy Second Assistant Postmaster-General Charles C. Gove:

"The Postmaster-General has handed me your wire of July 7 with reference to the status of the proposed contract Air Mail route between St. Louis and Chicago.

"The Department will advertise for bids for this service within the next few days. Under our regulations the advertisements must be out for a period of sixty days, after which bids will be opened and awards made as soon as practicable thereafter. The successful bidder will be allowed at least thirty days after the award is made before he will be required to commence operation.

"You may be sure this Department will do everything possible to expedite the letting of contracts, thus assuring the earliest possible operation. We have found there are a great many details to be worked out in this class of service, and it has not been possible to get the advertisements out as promptly as we would like to have done."

The Act of Congress authorizing contract air mail was approved February 2, 1925, and following this regulations relating thereto were issued by the Post Office Department on April 11, 1925. The Postal Committee of the Chamber of Commerce have been following the matter up closely and hoped to have the St. Louis-Chicago service inaugurated by July 1st, when the Chicago-New York night service was started, but as all of the details have to be worked out for an entirely new class of service in the Postal Department, many unavoidable delays were encountered, and it will probably be some time before St. Louis can expect to secure direct air mail service.

Early in January the Chamber of Commerce sent out an air mail questionnaire to six hundred

business houses, industries and banks in this district, and the replies received indicate that a sufficient volume of air mail is available at St. Louis to justify the service. A summary of this questionnaire was placed in the hands of Second Assistant Postmaster-General Colonel Paul Henderson by Colonel A. T. Perkins, Chairman of the Postal Committee of the Chamber of Commerce, when he was in Washington conferring with the Post Office officials relative to an early inauguration of the service. Later, upon request of the Chamber of Commerce, formal application as required by the regulations of the Post Office Department for the air mail service was also filed with the Postmaster-General by Postmaster Alt.

Major Wm. B. Robertson, President of the Robertson Aircraft Corporation, also visited Washington relative to securing contract for the St. Louis-Chicago service, and so far as the Chamber of Commerce has been advised, this is the only corporation that is fully equipped and qualified to file a bid for the prompt inauguration of the St. Louis-Chicago service.

Inauguration of the St. Louis-Chicago service and that over a number of other routes, for which bids have been requested by the Post Office Department, is in the nature of an actual test to determine if there is sufficient volume of air mail available on these routes to justify the service, and the patronage received will determine if the service will be made permanent over these different routes.

Planes capable of carrying 800 pounds of "pay load" will leave St. Louis at 5 o'clock each afternoon, arriving at Chicago by 8 o'clock, when the service is started here. At Chicago the mail will be placed aboard the night plane for New York and will reach the Eastern metropolis early the next morning.

This service will place St. Louis merely overnight from New York in a commercial way. It virtually will place St. Louis as close to New York as Chicago now is. It will enable bankers and business firms in the Southwest to send through St. Louis a great quantity of urgent financial paper for immediate collection in New York.

Mail postage to Chicago is 10 cents an ounce, and 15 cents to New York.

George B. Evans Made President, Laclede Gas

GEORGE B. EVANS, vice-president and general manager of the Laclede Gas Light Company, was elected president of the company at a recent meeting of the Board of Directors. Mr. Evans succeeds Charles L. Holman, who resigned to become president of the Georgian Manganese Company of New York.

Mr. Evans has been with the Laclede Gas Light Company for twenty years, entering its service to direct construction projects. In 1907 he left the company to handle gas engineering work in Memphis and New Orleans, but returned to the Laclede Company in 1909 as chief engineer, from which position he arose to be assistant general manager and then vice-president and general manager.

Mr. Evans is a graduate of the University of Wisconsin and is a member of the Algonquin, Racquet, City, University and Engineering clubs.

Speaking of Mr. Evans' election, Chas. A. Munroe, chairman of the board, said that the high place which the Laclede Company holds among gas companies is due in no small degree to Evans' engineering skill and that his promotion is the reward of merit.

Sales Bureau Thanked For Aiding Y. M. C. A.

H. H. WALTON, Educational Director of the North Side Y. M. C. A., in a letter addressed to the Bureau, earnestly expresses the appreciation of that organization for the speakers' program the Bureau built for the organization's class on Salesmanship. The letter from Mr. Walton follows:

"With reference to the Speakers' Program you so kindly furnished us this year for our Sales Class I want to highly congratulate you. It was indeed one of the best we have ever had.

"The Board has asked me at this time to thank you most graciously for your splendid co-operation and to say to you that they are not unmindful of the fact that you have the interest of the Young Men's Christian Association at heart and that you are anxious to help the Association promote sales training and build sales character."

The members of the Bureau who appeared on the Speakers' Program for the Y. M. C. A. Sales Class were:

Robt. E. Lee, Secretary, St. Louis Automobile Dealers Association; H. T. Bussmann, Vice-President, Bussmann Mfg. Co.; Arthur Sherwood, Manager, Morton Salt Company; Wm. Sample, Vice-President, Ralston Purina Company; A. L. McKnight, General Agent, Aetna Life Insurance Company; R. A. Blair, Ralston Purina Company; R. R. Klauke, Sales Manager, The Blanton Company; John DeWild, Advertising Manager, Ely-Walker Dry Goods Company; J. Harry Rabe, Sales Manager, Rice-Stix Dry Goods Company; W. R. Patton, Manager, Atlas Machinery & Supply Company.

A Penny Post Card

sent to the passengers who ride the Motorbus in a month would cost you \$35,000. An advertisement in the bus will do the same work for only \$300. Ask your agency.

Charles B. Philibert
302 City Club Building

C. M. T. C. at Barracks

(Continued from Page 12)

These and hundreds of others that have already volunteered their aid to the Chamber of Commerce and to Colonel Stone at Jefferson Barracks are guaranteeing the necessary finances for furnishing plenty of athletic equipment, boat rides and other things not covered by the army appropriations for this purpose.

Beginning next week, for three Wednesdays, the boys are to be guests of the Cardinals at the ball game. In this way, three hundred and fifty boys will go each week to the ball park, until all have seen one big league ball game.

Boxing matches, ball games, wrestling matches, tennis, track meets and all other forms of athletics will compose a large part of the work at camp. At nights there will be dances, entertainments and shows, sometimes given by the boys themselves and at other times, furnished by St. Louis talent. Mr. Malloney of the Missouri Theater and Spyros Skouras have arranged for three motion picture shows each week while these future St. Louis traders are guests in this city.

The Chamber of Commerce has accepted the invitation of Colonel Stone to visit Camp for one of the regular noon luncheons and eat a real army meal with the visiting youths. Other organizations are being asked to hold one luncheon meeting at the Barracks during the encampment.

The army always has good meals, although they sometimes fail to have the home like frills and fancy desserts, but with these coming Americans, the frills will all be on the table, as the government has more than doubled its regular allowance for meals and officers in charge of the masses are instructed to see that every boy has all that he can eat.

St. Louis people are invited to take the street car to Jefferson Barracks, or to drive there and see the camp, visit with the boys and invite them back. The success of the camp here this year will decide whether future camps can be held at Jefferson Barracks. The bringing of a thousand American youths, the cream of the coming citizens, into St. Louis, is viewed with delight by the majority of the business men of the city and they wish to see the camp made a permanent feature.

More than the required number of boys needed to fill this camp applied and as a result only the brightest and most capable boys of the highest character were selected.

U. S. Senator George H. Williams, Congressman Hawes of Missouri and Congressman Denison of Illinois have already signified their intention of being at the camp, and speaking to the boys during their months stay here, and several other prominent speakers have sent word that they will attend if possible. The St. Louis churches, all denominations, are picking their best speakers to attend camp and conduct services.

That the folks back home may visit the boys, Colonel Stone is arranging for the parents to stay one or two days with their sons and has also arranged for the broadcasting of camp news from Stix, Baer and Fuller's new radio station on Monday night of each week. A camp newspaper will also be issued each week, edited by the boys themselves and filled with live wire camp news.

Reserve officers of the army, men who are leaders in civilian life in their home cities, are already in camp at Jefferson Barracks. There are lawyers from Chicago, bankers from many of the smaller cities, newspaper men, automobile dealers, and merchants, all represented among these officers, who can be called into permanent active duty only in case an emergency should arrive. They are largely members of the 344th Infantry, a reserve corps organization of which Lieutenant Colonel T. B. F. Smith of Carbondale, Illinois, is the commander. Colonel Smith is one of the most prominent attorneys in Southern Illinois.

These reserve officers will be here for about ten days more and will help organize in the Citizens Military Training Camp the youths from their home town, boys that they have picked as leaders and future leaders.

JULY INVESTMENT OFFERINGS

Detailed list sent on request

STIX & Co.
SAINT LOUIS
509 OLIVE ST.

Baldwin Pianos

As the Masters choose the Baldwin for its Grandeur of Tone on the Concert Stage, so the Home-maker can safely choose it for its Beauty of Tone and life long satisfaction.

The Baldwin Piano Co.

1111 OLIVE STREET



St. Louis Ranks Fifth in Postal Receipts

WITH postal receipts of \$12,099,049 for the fiscal year ending June 30, the St. Louis Postoffice ranked fifth in the list of postoffices in the United States and also broke all previous St. Louis records, according to an announcement by William Lottmann, Assistant Postmaster.

Only New York, Chicago, Boston and Philadelphia lead St. Louis and the population in those cities is materially larger. The population served by the Cleveland and Detroit postoffices exceeds that of St. Louis but the receipts at both points were less.

The past year was the first in St. Louis history that postal receipts reached the \$12,000,000 mark. The growth of postal business in the city in recent years is remarkable.

Postal receipts here for 1907 were only \$3,893,070. A gradual healthy growth was maintained, reaching \$9,598,509 in 1922; \$10,906,077 in 1923, and \$11,474,346 in 1924.

Ten years ago the St. Louis Postoffice had 901 clerks, compared with 1245 now; 688 carriers, compared with 835 now, and 62 laborers, compared with 145 now. The present personnel includes 100 garage employees, 197 substitute carriers and 213 substitute clerks.

Postal receipts for June were \$963,603, compared with \$868,751 for the same month in 1924. Receipts for May were \$979,138, compared with \$967,544 a year ago.

Part of the increase for June was caused by the increase in postal rates effective April 15. This increase was levied to meet the salary boost granted employees last winter. It was estimated that \$100,000 a month would be necessary to offset the increase to employees of the Postoffice and railway mail clerks.

"We have no means of telling just how much money was brought to the office by the rate increase," Lottmann said. "But it apparently does not offset the boosts in pay given the employees."

Traffic Managers and Freight Agents Have Outing at Ferguson

For the past seventeen or eighteen years the Industrial Traffic Managers' Conference, in connection with the Traffic Bureau of the Chamber, has cooperated with the Local Freight Agents' Association of the St. Louis-East St. Louis District.

A joint standing committee of these organizations meets as occasion may require for the adjustment of any differences that may arise in the handling of shipments in this district. In addition to these formal meetings, informal meetings of the entire membership of the organizations are held at dinners twice a year, and at an outing in midsummer.

The outing this year was held recently at the Wabash Club, Ferguson, Mo., with an attendance of seventy—34 Local Agents and 36 Industrial Traffic Managers.

A very enjoyable afternoon was spent in Indoor Baseball, quoits, swimming contests, etc. The ball game was won by the Industrial Traffic Managers, due largely, it is asserted by the Local Agents, to the impartial rulings of Tom O'Donnell, an Industrial Traffic Manager. The swimming contest was won by Local Agent W. H. George of the C. & A., closely contested by George McClure, of the International Shoe Co.; and the quoit contest was won by Alec Field, of the Wrought Iron Range Co., and Commissioner Coyle.

The outing closed with a 6:00 o'clock dinner at the Club.

W. M. LEDBETTER
P. E. BURTON

"We Serve Your Needs"

M. B. MARSHALL
W. R. JACKSON

LEDBETTER, BURTON & MARSHALL

Public Relations Counselors

PUBLICITY
ADVERTISING

FINANCIAL CAMPAIGNS
ORGANIZATION WORK

Campaign Directors for Hospitals,
Commercial Organizations, Schools,
Churches and other social agencies.

MEMBERS—ST. LOUIS CHAMBER OF COMMERCE

1508 Federal Commerce Trust Bldg.,
Broadway and Pine Street

St. Louis, Mo., Tel.—Olive 1684

Why not get Uniform Quality?

IN the purchase of all commodities of commerce, uniform quality is a primary consideration. Where the quality of a commodity varies, factors of uncertainty and delay are sure to enter, and these are costly.

This applies to gasoline as well as to any product. Using a gasoline of unvarying quality saves money.

Every business man who has a deliv-

ery problem to deal with knows that the efficiency of his trucking system is increased as the number of uncertain elements is reduced. Using a motor fuel of known and unchanging quality is a means of eliminating a preventable waste in haulage.

If you want constant and satisfactory results from your motor fuel, there is an easy solution. Use

RED CROWN GASOLINE

Uniformity in RED CROWN gasoline is assured. RED CROWN is refined always under the same, absolute specifications. Rigid inspection prevents any possible variation in the gasoline. Wherever or whenever purchased, one gallon of RED CROWN is the same as any other gallon of RED CROWN gasoline.

What does this mean to you?

It means that you are getting a known and definite quality of motor fuel at all times. It means that you are assured the

same maximum mileage and power. It means that you have efficient carburetion—once the carburetor is adjusted for RED CROWN gasoline, re-adjustments and changes, and the attendant wastes of fuel and time, are obviated. It means the absence of fouling of engine and spark plugs.

Have your truck tanks filled with RED CROWN and make your own test. You will then be convinced of the real economy of using a motor fuel of uniform quality.

STANDARD OIL COMPANY

(INDIANA)

915 Olive St.

St. Louis, Mo.

St. Louis Has Vast Building Program

(Continued from Page 10)

31 stories high and the cost is estimated at \$8,000,000. The largest building here at the present time is the Railway Exchange, which is 22 stories high and occupies an entire block. The Bell structure will have a series of offsets, making the exterior look as if it had giant steps leading up to the highest point. Provisions have been made for an outdoor conference room and promenades on the roofs. An automatic telephone system will be installed in the building.

Another public utility, the Western Union, is constructing a headquarters building. This five-story structure, rising at the southwest corner of Eighth and Chestnut streets, will cost \$750,000. An underground tube system, costing an additional \$250,000, will be used to send messages from one station to another within the city. A belt conveyor will expedite handling of messages within the main office.

In point of size and cost among the new structures, the Ambassador Theater, being built at the northwest corner of Seventh and Locust streets by Skouras Bros., ranks next to the telephone building. It represents an outlay of \$5,500,000. The first seven stories of this 17-story building will be occupied by the theater, leaving ten floors for offices. The theater will seat 2900 persons and will be equipped with unusual cooling devices.

The Brown Building, southeast corner of Ninth and Olive streets, is being rebuilt from the old Odd Fellows Building. But all that was left was the old foundation and one store fronting along Olive street. The structure will represent an expenditure of \$5,000,000 and will be 12 stories high on one wing and 16 on the other.

Another costly building is the Masonic Temple under construction on Lindell boulevard just west of Grand. It will be 12 stories high, will cost \$3,500,000 and will house 46 Masonic bodies. It will be one of the finest structures in the country.

The St. Louis Federal Reserve Bank, Broadway and Locust, just occupied, was built at a cost of \$3,500,000. It is an imposing five-story stone structure with the most modern security devices.

The first building project finished under the \$87,000,000 bond issue is the Union Market which occupies an entire block bounded by Morgan street, Broadway, Lucas avenue and Sixth street. The exterior of this \$1,350,000 brick structure is completed and workmen are putting the finishing touches on the stalls. It will be the second largest market in the world. One of the provisions for safeguarding the public will be the installation of six free scales where purchasers may weigh their products and check to see whether correct weights have been given.

The Mayfair Hotel, at Eighth and St. Charles streets, will add much to the excellent hotel service of St. Louis. The building, which is costing \$2,100,000, is 18 stories high and has 400 rooms. One of the unique features will be a service department equipped with dressing rooms where travelers may change clothing and make themselves comfortable while waiting to be assigned to rooms.

The St. Louis Theater, Grand avenue and Morgan street, will have the largest seating capacity in the city. The structure, which is to be eight stories high, will cost \$1,750,000. The lobby will be 70 feet long and 46 feet high.

As part of a huge building program by the Y. M. C. A. a ten-story building, to cost \$1,400,000, is being erected at Sixteenth and Locust streets. This structure will be equipped to cater to the needs and comfort of 6,000 men and boys. There will be study rooms, sleeping quarters and plenty of recreational facilities.

A building out of the ordinary is that being erected by the Roxana Petroleum Corporation at Fourteenth and Locust streets. This structure is to be 12 stories high and will cost \$1,000,000. At the top will be a tower to be used for advertising purposes. This will eliminate the use of signs or other advertising on the building proper.

At Fourth and Locust streets the Landreth Building is rising to a height of 18 stories. It will be used for offices for brokers, insurance men and coal companies. There will be three high-speed elevators.

The Louderman Building, Eleventh and Locust streets, is another office structure. It will be 12 stories high and cost \$750,000. The main floor will be used by stores.

In order to furnish adequate storage facilities, the Famous & Barr Company is building a seven-story warehouse on Spring avenue near the Wabash Railroad tracks, to cost \$1,000,000. There will be 400,000 square feet of floor space in addition to 100,000 square feet in the relay section of the building.

In the Saum Studio Building, which is being

erected at Grand boulevard and Franklin avenue at a cost of \$275,000, one floor will be devoted to the use of artists. The structure occupies the site where the old Y. M. C. A. formerly stood.

In the list of completed buildings is the Eighteenth street Garage at Eighteenth and Chestnut streets, and the Town Club building, 1120 Locust street. The Eighteenth street Garage is said to be the largest in the world. It occupies a space 237 by 324 feet and cost \$1,100,000. It has facilities for storing 2,000 cars. The Town Club structure is seven stories high and cost \$300,000. It was erected by the Town Club, a women's organization, and a number of Women's Clubs have headquarters there.



**Start with a Section
Add as You Need**

An installation of Medart double-faced steel shelving in a plumbing supply warehouse.

Straighten Up The Place!

How can you expect order—neatness—absence of confusion—quick handling of tools, merchandise or parts unless you provide modern, convenient storage facilities? Your office is supplied with filing equipment—why not provide your store, warehouse, stockroom or toolroom with steel shelving?

MEDART STEEL SHELVING

is sturdy and strong—easily moved or changed to meet new requirements. A wide variety of types and sizes permits of its use for storing anything from straw hats to heavy castings, or laundry bundles to clock parts. Catalog S-12 will interest you. May we send it?

Medart Steel Lockers

are furnished in a complete variety of types and are readily adaptable to any use or arrangement. Completely illustrated and described in Catalog A-23.

Standard finish on Medart steel products is two coat baked-on olive green or French gray. Grained mahogany or walnut supplied on special orders.

FRED MEDART MFG. COMPANY
Potomac and DeKalb Sts. St. Louis, Mo.

New York

Chicago

San Francisco



American Export Trade Showed Gains First Quarter of 1925

AMERICAN export trade during the first quarter of 1925 showed numerous substantial gains in commodities and with most countries as compared with same period a year ago, according to an analysis of this country's foreign trade made public today by the Foreign Commerce Department of the Chamber of Commerce of the United States.

The report discloses that exports for the first quarter of each year since 1922 have shown a marked increase over those of the corresponding period of the preceding year. This steady gain from year to year, it is stated, is emphasized by the fact that the value of American exports for the first quarter of 1925 was 48 per cent greater than their value for the same quarter in 1922.

"A large part of this increase in American exports," it is explained, "was due to Europe's recovery of purchasing power, shipments to that continent during the first three months of 1925 being 62 per cent greater in value than for the first quarter of 1922. As a matter of fact, nearly two-thirds of our exports for the first three months of 1925 were purchased by Europe—a far greater proportion than she has taken since the buying orgy of 1920. This European demand was reflected in our heavy exports of cotton, wheat, petroleum products, copper, lead, zinc, oil cake and meal, machinery, and many other lines.

Our leading export, as usual, for the first three months of 1925 was raw cotton, which constituted more than one-fourth (26.9 per cent of all our exports in value. During the quarter we exported the greatest amount of raw cotton, 1,345,000,000 pounds, shipped abroad in the first quarter of the year since 1915. The value,

\$336,568,000, was exceeded only by that of the same quarter of 1920. The quantity was nearly double that exported a year ago, due chiefly to the heavy European buying, but the increase in total value was only 50 per cent, owing to lower prices. Far below raw cotton is our second greatest export, automobiles and parts, the value of which was \$64,000,000; this represented a 17 per cent gain in value over exports for the first quarter of 1924. Exports of passenger cars totaled 52,496, or numerically 31 per cent greater than a year ago, and the exports of motor trucks and busses numbered 9,362, or an increase of 43 per cent.

Exports of wheat, which stood in second place at the end of 1924, for this quarter stood third with a value of \$49,000,000—26 per cent higher in value than that for the first quarter of 1924. The quantity exported, 26,000,000 bushels, was two and one-half times as large as the exports in the same period one year ago. Fourth in rank among exports was the petroleum group "gasoline, naphtha, and other light petroleum products", of which we exported 318,000,000 gallons, valued at \$46,000,000. Number five was refined copper, our shipments amounting to 264,000,000 pounds, with a value of \$39,000,000, quantities and values exceeded only in the war years. These five leading exports, five out of the hundreds of commodities exported, constituted 43 per cent of all our exports in value for the first quarter of 1925, and every one of these represented a substantial gain in our exports over the first quarter of 1924, from the 17 per cent gain in automobiles exports to the 333 per cent gain in wheat exports.

Business Outlook

(Continued from Page 9)

low that it did not pay to feed livestock. Also in this particular stretch of country corn is sold as a cash crop, since there is more of it raised than can be consumed. With the scarcity of corn last year this source of revenue to the farmer was cut off and business in the small towns suffered. This year it is far different, since the outlook is for a very large corn yield in all the states named as well as in Missouri, and most of Kansas, Oklahoma, and Nebraska. All that is needed is sufficient rainfall for the next thirty days.

So it chances that the outlook for large yields of the two important crops, cotton and corn, is very encouraging in the greater part of the St. Louis territory. And if these forecasts materialize, the story of the fall months will be a different one from that of the first half of the year.

Important National Conventions Scheduled To Meet Here

Many large and important conventions are scheduled to meet in St. Louis within the next several months, according to an announcement by the St. Louis Convention and Publicity Bureau, and thousands of visitors are expected to be here to attend them.

Through the efforts of the St. Louis Convention and Publicity Bureau and the Alhambra Grotto of St. Louis, St. Louis was successful in securing the convention of the Mystic Order of Veiled Prophets of the Enchanted Realm for next June. It is expected that not less than 50,000 Prophets will be here to attend the meeting, which will be the largest convention to be held in St. Louis next year.

If You Know a Man Who Is

- a real estate operator
- an accountant
- who knows one of the most technical branches of the law
- who is familiar with the tax regulations of the Federal Government and all the States
- who has at his finger-tips the facilities of a bank
- and who is experienced in many widely different fields of business

appoint him Executor of your will!

To be a competent Executor a man should have these qualifications at least. Experience proves that one man cannot be six different men at one time. That is why so

many prudent men and women are naming the St. Louis Union Trust Company as Executor of their wills and giving the estates they leave the benefit of this large organization's competent service.

This service costs no more than the service of one person. It is likely to cost less, because the St. Louis Union Trust Company knows the most direct and economical methods of handling every part of the work. Expenses are kept down to a minimum. Our Trust Officers will gladly give you full information about the services of this sturdy old company without cost or obligation.

ST. LOUIS UNION TRUST CO.

BROADWAY AND LOCUST

Affiliated with First National Bank

TRUST SERVICE
EXCLUSIVELY

Legal Opinion on Firm's Protection In Bank Collections

RECENTLY, one of our members had an experience which should be of interest to other members of the Chamber.

This firm deposited for collection a check for \$37.80 with a bank in New Mexico. Before the transaction could be completed, the bank on which the check was drawn failed, and the question arose as to who should sustain the loss.

The matter was submitted to the General Counsel of the Chamber, Judge Glendy B. Arnold, and his advice was as follows:

"The liability for the loss of the amount of the check depends upon the terms upon which your local bank received this check for collection. Many of the local banks in this city now limit their liability for miscarriages of or losses in the collection of checks deposited with them for collection, and where this is done the depositor is bound by the arrangement. I enclose herewith a blank certificate of deposit furnished to its depositors by one of the national banks in St. Louis. You will note that by Paragraph 4, this blank makes a depositor agree that it or its agent may accept either cash or draft in payment of checks deposited with them for collection. Ordinarily, the collecting bank is not authorized to accept anything but cash in payment of checks deposited for collection, but you will note that the enclosed deposit slip makes the depositor authorize the collecting bank to receive checks or drafts instead of money. It, therefore, follows that if the checks or drafts so received are not paid because of the insolvency of the bank issuing them, then the collecting bank is not liable to its depositor for the loss.

"Your customer's account with the state bank named was charged with the amount of the check sent to you, and this amounts to a

payment by him of your account. You, therefore, have no claim against him for the purchase price of the merchandise you sold him. If, in delivering this check for collection to your local bank, you used a deposit slip similar to the enclosed, then neither your local bank nor the Federal Reserve Bank is liable to you for the loss of the amount of the check. It seems that your only recourse now is to file a claim for the amount of the check against the state bank. You will, of course, have to reimburse your bank for the amount of the check as they, no doubt, credited your account with the amount of this check when you deposited it with them. Unless you do reimburse them, they will sustain the loss. I think you had better comply with the request of your bank and mail them a check for \$37.80 to reimburse them, with instructions to present claim with the receivers or state bank examiners in charge of the defunct bank."

On receipt of the opinion of the Chamber's Counsel, the interested firm suggested that we get up a suitable wording that might be printed on invoices of various firms, so as to protect them in similar cases in the future, because, while the amount was small in this case, the next time it might be for \$50,000.

Judge Arnold has suggested the following wording:

"It is agreed that banks with which checks or drafts of customer are deposited for collection are the agents of the customer, and the amount of the invoice shall not be deemed paid until such amount of such checks or drafts is actually received by the original bank of deposit."

This matter is submitted to our members with the suggestion that they give it careful consideration and take such action as their counsel may deem proper, so as to protect themselves on this important point.

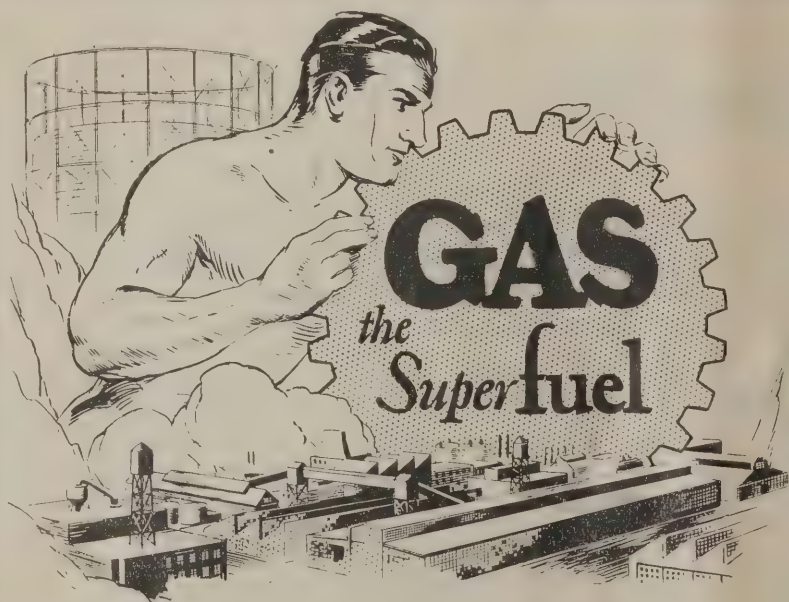
U. S. Inland Waterways To Increase Equipment

IN AN effort to serve the growing demands of shippers along the Mississippi River, the United States Inland Waterways Corporation has decided to add a towboat and ten steel barges, costing \$1,100,000, to the present equipment of the Mississippi-Warrior Barge Service, which operates between St. Louis and New Orleans. Word of this plan has been brought here by James E. Smith, of this city, president of the Mississippi Valley Association, who attended a session of the advisory board of the waterways corporation, at which the proposed improvement was indorsed.

Records made public by officials of the barge line here reveal that operation of the barges has become highly successful in a financial way. In the first three months of the year, the line took in \$149,577 above its operating expenses, which, after deducting sums for depreciation and repairs, left a net profit of \$47,592. When the Inland Waterways Corporation assumed charge of operation on June 1, 1924, the liabilities of the fleet were \$588,144 in excess of the assets. On April 1 of this year, the assets exceeded liabilities by \$235,426.

The new craft will be built to draw only 27 inches of water when loaded, according to Smith, and this will enable them to operate virtually all winter when the stage of the river is low.

The new boats will be built from the fund of \$3,000,000 that was authorized by the last Congress. About \$800,000 of this already has been spent for new equipment. With the line operating at a good profit, however, it is believed that earnings will be large enough so that at least \$1,000,000 of the fund will not have to be used at this time. It will be kept in the treasury.



GAS
the
Superfuel

Gas is clean, safe, reliable, always ready.

Eliminates dirt, soot, smoke, ashes.

Increases output, improves quality.

You pay only for heat used.

You pay after you use it.

"The Laclede sells gas cheaper than any other American Company making all its own gas."

GAS, the scientific fuel, is the only fuel that meets the new needs of industry. In heat-treating metals and materials, in practically every major heating process, gas increases production and improves quality of product.

Gas is all heat, refined, regulated, concentrated; ready at the turn of a valve; intense or slow, as you want it; always under control; adjustable to every heat curve.

Mr. Production Manager: Think of a 75% increase in the output of a furnace converted to gas use! Of a japanning oven wherein gas bakes the product in 2½ hours as against a steam bake of 4 or 5 hours! Let us give you details.

On request, by 'phone, mail or personal call, one of our engineers will gladly confer with you on the subject of gas fuel for your plant. Let us hear from you.

Industrial Department

The Laclede Gas Light Company

Central 3800 - - - - - Olive at Eleventh, St. Louis

Greater St. Louis



A.R.A. Convention Issue ~~~

Welcome to St. Louis

The Curlee Clothing Company extends to members of the American Retailers' Association a sincere welcome to this great market.

We hope we will have the opportunity of serving you while you are here and we cordially invite each member of the Association to visit our quarters in the Curlee Administration Building, Washington Avenue at Tenth Street.

Here you will find assembled the finest lines of men's clothing for Spring ever gotten together in the St. Louis market. The tremendous response this line is receiving in every section of the United States, demonstrates forcibly the great appeal of an artistically-created line.

We are anticipating the pleasure of seeing you while you are here.

Curlee Clothing Company

Curlee Building
ST. LOUIS

Greater St. Louis

Official Publication of St. Louis Chamber of Commerce and American Retailers' Association

"Greater St. Louis, official publication of the St. Louis Chamber of Commerce and of the American Retailers' Association, enlarges the contact of both organizations with their members and renders a definite service in the upbuilding of St. Louis and in the fastening of better business.

"It is the policy of the Directors to keep the magazine on a high plane. From the viewpoint of quality circulation, it carries an impressive appeal to those who use its advertising columns in the interest of business expansion.

"It is only on this basis of strictly business consideration that Greater St. Louis accepts advertising patronage."

Volume 6

August, 1925

Number 12

TABLE of CONTENTS

SCENES FROM STYLE SHOW..... 2

WELCOME TO A. R. A. DELEGATES..... 5

DETAILS OF CONVENTION PROGRAM..... 6

HOW THE A. R. A. HAS GROWN..... 7

ADS INCREASE COLLECTIONS..... 8

SALES IDEAS AND ITEMS..... 9

STATEMENT ON SOUTHWESTERN FREIGHT RATES..... 10

OFFICERS

W. PALMER CLARKSON, President
CARL F. G. MEYER, First Vice-President.
BAXTER L. BROWN, Second Vice-President.
MORTON J. MAY, Third Vice-President.
WARREN M. CHANDLEE, Treasurer.
PAUL V. BUNN, General Secretary.
JAMES A. TROY, Assistant General Secretary.
GLEN DY B. ARNOLD, General Counsel.

BOARD OF DIRECTORS

Terms Expire November, 1925.

FRANZ A. CRAMER E. D. NIMS
JOHN H. GUNDLACH HARRY F. STIX
HAROLD M. HESS JOHN B. STRAUCH
LOUIS F. LUMAGHI F. W. A. VESPER
ROBT. L. NIEDRINGHAUS LUTHER T. WARD

Terms Expire November, 1926.

L. W. BALDWIN W. L. WIMMER
IRVIN BETTMANN MORTON J. MAY
HARRY T. BUSSMANN JULIUS SEIDEL
WILLIAM R. COMPTON *W. SCOTT HANCOCK
*F. ERNEST CRAMER HOWARD V. STEPHENS
W. H. ELLIOTT L. A. VALIER
J. H. FARISH E. O. WATTS

(*Ex-officio Member of the Board.)

BUREAU OFFICIALS

AMERICAN RETAILERS ASSOCIATION—
L. G. Boone, President;
Scott R. Dekins, Secretary.
AUDITOR—N. W. Macintyre.
CHARITIES—George D. Markham, Chairman;
Scott R. DeKins, Secretary.
DEVELOPMENT SERVICE—Edward Buder, Chairman;
R. S. Rauschkolb, Secretary.
FOREIGN TRADE—F. Ernest Cramer, Chairman;
James A. Troy, Secretary.
FURNITURE BOARD OF TRADE—
George E. Predock, Chairman;
H. S. Tuttle, Manager.
INDUSTRIAL—
Paul W. Brown, Chairman;
E. S. Tompkins, Commissioner.
JUNIOR C. of C. BUREAU—
Theodore Fleming, President;
Ray G. Mills, Secretary.
MEMBERS' CONFERENCE—W. Scott Hancock, Chair-
man; Lon Sanders, Vice-Chairman.
MEMBERSHIP—W. S. Cummings, Chairman;
J. A. McNamara, Secretary.
MUNICIPAL DEVELOPMENT—Baxter L. Brown,
Chairman.
PUBLICITY—Walter B. Weisenburger, Chairman;
A. B. Hendry, Secretary.
SAFETY COUNCIL—Oliver T. Remmers, President;
Girard C. Varnum, Secretary.
SALES MANAGERS—Harry T. Bussmann, Chairman;
Scott R. DeKins, Secretary.
TRAFFIC—Ley P. Rexford, Chairman;
P. W. Coyle, Commissioner.

Published Monthly under Direction of the PUBLICITY COMMITTEE

Walter B. Weisenburger, Chairman.

A. B. Hendry, Editor.

Andrew G. Mungenast, Advertising Director.

Executive Headquarters: 511 Locust Street

Telephone: Central 7565

Subscription Rates, \$1 per year

Entered as second-class matter September 10, 1924, at the post office at St. Louis, Missouri, under the Act of March 3, 1879.

Build with TERRA COTTA for Beauty



Carter H. Harrison Technical High School, Chicago, Ill. A. F. Hussander, Architect.

For Educational Institutions Nothing Equals Terra Cotta

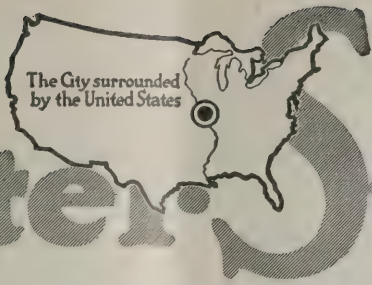
The inspiration of architectural beauty is augmented by the welcoming charm of the rich Terra Cotta tones.

The use of decorative color, in both exterior and interior treatments, is an exclusive advantage of Terra Cotta, that is particularly desirable in educational work.

Before you build, learn more about Terra Cotta. Consult with the Terra Cotta Service Bureau, 307 North Michigan Avenue, telephone Dearborn 4251, about the beauty, durability, and modest cost of Terra Cotta. This service without charge or obligation.

Build with TERRA COTTA for Beauty

Greater St. Louis



*Official Publication of the St. Louis Chamber of Commerce
and American Retailers' Association*

Volume 6

August, 1925

Number 12

Welcome to Visiting Merchants

By W. PALMER CLARKSON,

President, St. Louis Chamber of Commerce.

ST. LOUIS extends a hearty welcome to the visiting members of the American Retailers' Association who are with us this week. These visitors will find in St. Louis a sincere desire to be of service to them, and that plans have been made for them to enjoy to the utmost the many pleasurable attractions which St. Louis has to offer.

For the first time, our summer opera season will be on during the convention, and delegates will be taken to the Municipal Theater in Forest Park, to view a production of al fresco opera.

On another night, they will be taken to St. Louis' new outdoor show-place, the Garden Theater, where the Style Show will be given this year. This theater, sponsored by leading business men of St. Louis, was designed especially for the Style Show productions, commencing this year, and a performance of surpassing beauty is promised.

St. Louis is indeed fortunate in that it has the premier outdoor theater of the world giving high class operatic performances, and that to this equipment the beautiful Garden Theater has this year been added. We are glad that our visitors may share our pleasure in them.

The fact of the meeting of the American Retailers' Association in St. Louis, and the educational program provided, is typical of the close cooperation between our city and the retail interests of the surrounding States.

For a generation or more—since St. Louis first became a dominant market—we have realized that the retailer is the "best friend" of the manufacturer and the wholesaler. The close cooperation that now exists is a matter for mutual congratulation.

St. Louis is proud to be host to the American Retailers' Association, and the outstanding men who compose its membership.

Hundreds of Merchants From Every Section Here For A. R. A. Convention

*Series of Attractive Events Arranged for Entertainment and Instruction
of Delegates — Educational Sessions to Begin Wednesday Morning*

ST. LOUIS welcomes members of the American Retailers' Association in attendance at the Association's Convention, August 3 to 10 inclusive.

Under the able direction of Michael Levy, Chairman of the Arrangements Committee, one of the most complete programs of Educational and Entertainment features ever prepared for a similar event in the United States, has been arranged.

Members of the Association are advised immediately upon their arrival in St. Louis to report in the north-end lobby of the Statler Hotel, Ninth and Washington, to register. There is no fee attached to registering for the convention. Upon registering, each member will be handed an envelope which will contain tickets of attendance to all of the events of the week, a condensed schedule of events and a program, describing in full the Educational Sessions. Delegates should register immediately upon their arrival in St. Louis, so that they may have full information regarding the Convention. Registration

will begin Monday morning, August 3, at 8:00 a. m. and continue until Thursday evening, August 6, 5:00 p. m.

After registering, the merchant is advised to go at once to Room 954 Century Building, Ninth and Locust streets, for the purpose of having his validation certificate or Railroad receipt properly signed by the Secretary of the Association and a representative of the Railroad. While members may have their certificates validated at any time during the Convention, from August 3 until Monday, August 10, still it is advisable in order to avoid the rush, to have certificates validated as quickly as possible. This validation certificate when properly signed by the Secretary of the Association and an official of the Railroad, entitles the member to a return fare home (that is from the destination from which he originally started), at one-half the regular fare.

These reduced rates are in effect from the following States: Texas, Oklahoma, Louisiana, Arkansas, Missouri, Kansas, Nebraska, Iowa, Illinois, also from Natchez and Vicksburg, Mississippi, Memphis, Tennessee, and Julesburg, Colorado.

Reduced rates have also been granted by the Illinois Traction System and the Mobile and Ohio Railroad from all of their stations in Illinois.

A member can take advantage of this reduced fare provided he returns home not later than August 13. In other words, the return fare applies from August 3 to August 13, provided the member has purchased his ticket within the given time allowed by the railroads. That is, from Texas, he should have purchased his ticket from July 31 to August 6 inclusive; from all the other States mentioned above, from August 1 to 7 inclusive.

A local Reception Committee has been appointed with J. Harry Rabe, Chairman, and E. W. Hughes, W. C. Fischer and Jos. B. Kleinhauser, Vice-Chairmen, with 125 additional representatives of St. Louis houses as members of the committee, to receive members of the American Retailers' Association upon their arrival in the city.

On Wednesday morning, August 5, beginning at 9:30 a. m. there will be held in the Auditorium of the City Club, 3rd

floor, a series of Educational Sessions. These may be termed "Brass Tacks" sessions, for Speakers of established reputations and successful business experience will be featured on the program. Among the Speakers who will appear and the subjects of their addresses are: T. K. Kelley, President, T. K. Kelley Sales Service, Minneapolis, Minnesota—"Combating the Pedler Menace"; James H. Smith, President, J. H. Smith & Company, Jerseyville, Illinois—"How to get more Business";

Carl J. Baer, President, Standard Unit Navigation Company, St. Louis, Missouri—"Relation of Town and Country", Guy L. Ecroyd, Advertising Manager, Newman Dry Goods Company, Arkansas City, Kansas—"A successful Store Paper and How to Develop it"; C. C. Stubbs, President, C. C. Stubbs Company, Plainview, Texas—"A Trade Promotion Plan that Developed More Business for the Plainview Retailers"; E. J. Berg, Display Manager, Nugent Brothers, St. Louis, Missouri—"The Value of Merchandise Display". L. G. Boone, President of the Association, will preside at these Sessions.

On Thursday evening, August 6, at 5:45 p. m. sharp, members of the Association who have received and hold tickets will be guests at a banquet on the Fifteenth floor of the City Club. During the course of the dinner, a specially fine quartette will render several selections. Not later than 7:15 p. m., the delegates will leave the banquet at the City Club and be transported in busses to the Amphitheater in Forest Park, where they will be the guests of the Association at the famous opera, "Naughty Marietta". This will form a most delightful bit of entertainment in the finest open-air theater of the United States. Members will be impressed by the myriad of colored lights that play upon the stage, by the magnificent setting of the stage itself and by the performance of "Naughty Marietta", one of the most tuneful operas. Tickets for the Opera will be distributed at the Banquet in exchange for a ticket that will be in the envelope presented to the member when he registers. This is the first time the convention has been held while the summer opera season is yet on.

On Friday morning at 10:30 a. m. in the auditorium of the City Club, the Association will hold its annual election. President L. G. Boone will preside. The Nominating Committee, consisting of Roy B. Langenberg, President, Langenberg Hat Company, St. Louis, Mo., Chairman; Fred B. Eisman, Vice-President, Rice-Stix Dry Goods Company, St. Louis, Mo.; J. H. Jones, Vice-President, Ely & Walker Dry Goods Company, St. Louis, Mo.; W. L. Shelton, President, Covington Supply Company, Covington, Tenn.; John C. Ziegler, Louisiana Central Lumber Company, Clarks, La., and J. D. Curreathers, Mangum, Oklahoma, will place in nomination at this meeting the following retailers for election to the Board of Directors of the Association:

For one-year term—Frank R. Becker, Vice-President, Diers Brothers Company, Scottsbluff, Nebr.; H. M. Forester, Forester Dry Goods Company, Ottawa, Kans.; R. T. Harville, Secretary, E. H. Conner Mercantile Company, Augusta, Ark.; A. A. Kuhne, Kuhne Bros. Mercantile Company, Troy, Mo.; Sam P. McRae, S. P. McRae Department Store, Jackson,

Detailed Convention Plans

IN THE accompanying article, detailed plans for the reception and entertainment of visiting merchants are given. These plans show the scope of work done by the various committees and every delegate to the convention may feel assured of not only much helpful information on merchandising and business problems, but an enjoyable visit as well.



L. G. Boone



C. H. Burnett



J. D. Curreathers



W. L. Shelton

American Retailers' Association Shows Rapid Growth Since Inception

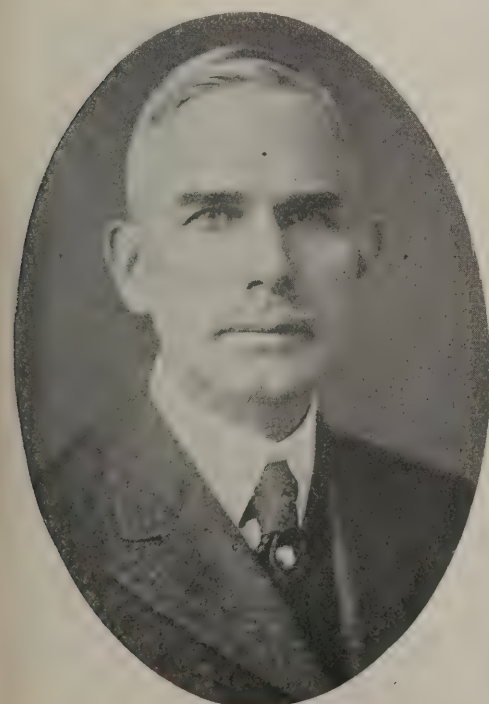
Association, Organized Two Years Ago, Now Has 4000 Leading Retail Merchants of Nation in Its Membership

THE progress of the American Retailers Association has attracted a great deal of attention and comment throughout the United States. The organization was formed in August, 1923, when a number of retailers from Arkansas, Illinois, Missouri, Kentucky, Oklahoma, Tennessee and Texas met at the St. Louis Chamber of Commerce for the purpose of discussing the need of an organization of this kind.

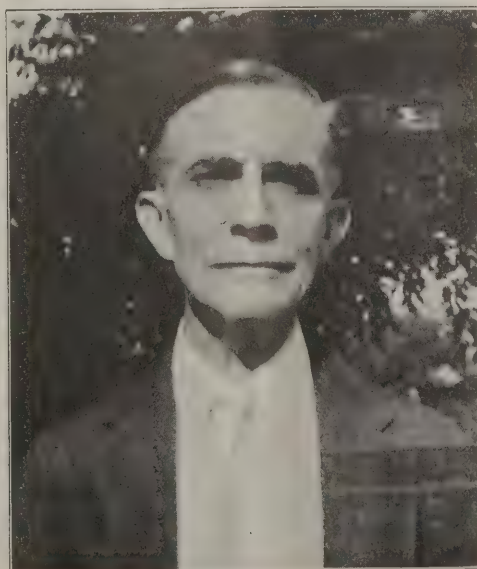
It was a consensus of opinion at this meeting that an organization which would offer the opportunity for its members to gather at least twice a year for the purpose of hearing a series of "brass tacks" addresses on the every-day problems of the

Retailer would be indeed, a very highly desirable thing. And so the organization came into being with Flint Garrison as its first President. During his regime the membership swelled in a very short time to over 2,000, but because of the pressure of outside business, Mr. Garrison was compelled to resign. He was succeeded by William Sloan who piloted the organization to the point when pressure of business made it necessary for him to step from the presidential chair. L. G. Boone, President of Boone and Sons, Elkton, Kentucky, was unanimously elected to succeed Mr. Sloan, and the organization since has been under his able leadership. The membership today stands

(Continued on Page 31)



A. A. Kuhne



John C. Ziegler



R. T. Harville

Advertising Campaign of Retail Credit Men Increases Collection Percentages

Series of Advertisements Showed Value and Importance of Retail Credit and of Consumer Keeping Faith with Merchant

IN MAY, 1924, the members of the Associated Retail Creditmen and Credit Bureau of St. Louis inaugurated a series of advertisements showing the importance and value of retail credit that was being extended by the merchant on the promise of the purchaser to pay at a certain definite date. They laid much stress during the year on the general idea of "Keeping faith" and are continuing the effort during 1925 and 1926.

The result of the first year's activity is twofold: (1) Collections have improved. (2) The value of good credit is being more fully realized and appreciated, thereby increasing better business.

St. Louis citizens have always enjoyed a splendid standing as to integrity and honesty and this movement on the part of the Creditmen has been a means of stimulating business that is most desirable.

The credit standing of an individual is just what that individual makes it by the manner in which he takes care of his obligations or as to how he "Keeps the faith".

Recently a gentleman called on Mr. A. J. Kruse, the superintendent of the Bureau, and stated he desired to be reestablished with the trade. He admitted he had not "Kept the faith", that he had neglected his accounts and ignored repeated requests for settlement but that the way the story of good credit was being told the public through the press he had come to the conclusion that it was up to him to straighten out his record. Result? Four accounts six years old are being paid off in installments (and at this writing he has missed no payment), and the individual has an eased mind and a clear tract of rehabilitation.

Many such stories of rebuilt commercial records can be told and no one is more appreciative of the opportunity to come back than the individual himself.

A particular value in a campaign of this kind is the manner of follow up or the kind of material and effort put forth by the store in their direct contact with the customer, in linking up with the newspaper advertisements.

Some of the classes of merchants showing results in increased collection percentages are:

Department stores	From $1\frac{8}{10}$ to $2\frac{7}{10}$	better collections
Women's Apparel	From $1\frac{2}{10}$ to 5	better collections
Men's furnishings	From $1\frac{3}{10}$ to $8\frac{4}{10}$	better collections
Shoes	From $3\frac{4}{10}$	better collections
Jewelry	From $4\frac{1}{10}$	better collections
House furnishings	as high as $18\frac{3}{10}$	better collections
Optical	as high as $14\frac{4}{10}$	better collections

Credit education campaigns have been conducted in many cities for many years but more along stereotype lines of "Pay up" campaigns. St. Louis in her departure has shown a forward movement that is being followed all over the country.

Some of the advertisements are herewith listed:

Your Credit Record Follows Like A Shadow!

Just as you cannot escape your shadow, your character casts a reflection which follows you always—everywhere.

Your credit record forms this character reflection.

Many indexes of character can be hidden from the world, but your credit record is indelible.

When strangers want to know about you, they consult this record. Knowing you little, it tells them much. From it they form their opinions.

Successful men and women are careful of this character reflection. They guard it, protect it, value it. They know that we maintain the payment record of every credit user in St. Louis.

The only way to have a clear credit record is to pay your bills promptly. Then you never need fear where this character reflection follows you.

The Stores of St. Louis extend credit for you convenience. They want you to get the fullest possible benefit from it. However, out of fairness to them as well as protection to you, they ask that you meet the payments in the manner that you agreed.

KEEP FAITH

—with us and we'll keep faith with you.

Associated Retail Credit Men and Credit Bureau of St. Louis.

No Vacation for Your Credit Record

What is your credit record saying about you at home, while you are off in the mountains or playing in the surf or whipping a line into some shady stream?

Your credit record, you know, never has a vacation. When you are enjoying summer playtime, this true index of your character continues to tell people how you keep faith and live up to your promises.

To get the keenest pleasure in any vacation land, you must know that a good credit record is representing you at home. The worry of bills unpaid and payment promises broken will be annoying.

A Guide for Merchants. It is so important for merchants to know how you live up to your obligations that they have perfected a system that enables them all to know the true facts of your credit record. In their dealings with you, they are guided by the story that this record tells them.

"I'm sorry, but we can pay only half your salary this week."

Suppose your employer called you in and said that he could pay only half of your salary that week, and the remainder of it would be paid later. Not any explanation, mind you, just regrets.

You had planned on that salary . . . full salary, of course. The light bill and the milkman and Susie's dancing lessons all had to be paid. Then you thought you'd like to get tickets to see Jane Cowl in that wonderful new tearful play of hers. But now you couldn't do any of them on half salary.

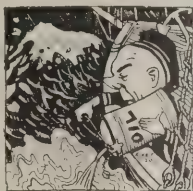
(Continued on Page 22)

Sales Ideas and Inspirational Items That May Prove of Value

Pouring Oil on Troubled Waters, Rapid Turnover and Other Matters of Interest to Merchants Written for "Greater St. Louis"

Oil on the Waters

Although the practice was known and followed in Biblical times and before, it is said that the real value of oil to calm the tempestuous sea has not been realized and recognized until comparatively recently. It has come, as with the recognition of many other valuable methods, only with sterner necessities. The United States Hydrographic Office furnishes minute directions as to how to equip and to operate equipment for the purpose mentioned. And it is said on good authority that the time is coming when seafaring rules and regulations will as strictly call for such oil equipment as they today call for wireless or life-boats or life-preservers.



If there is anything which is capable of pouring oil on the troubled waters of merchandising, and particularly of retailing, it is a stock of known and advertised brands of goods. The perilous waves of poor business cannot reach the retail vessel which has poured on its business waters the Oil of Known-Brands of Goods. It finds the field of operations all smoothed out and tranquil for it, even beckoning it forward to accomplishment.

The merchandiser who is the captain on such a bark finds that he is amicably filling requests for goods which are recognized by his consumers as having known standing, where formerly he was belligerently arguing for the sale of goods about which his consumer knew little or nothing and about which he, himself, was, at best, somewhat skeptical. And the apparatus which places his Oil of Known-Brands of Goods on his merchandising waters, where it will do the most good, is of two kinds, the Manufacturer's Advertising and the Merchant's Own Advertising.

When Belasco Changed

No American play-producer is perhaps nearer to the heart and pulse of his audiences than David Belasco. His special reputation is for care in detail of stage settings; but that, of itself, would never have insured such success as is his.

"Laugh, Clown, Laugh" is one of Mr. Belasco's more recent offerings, starring

Lionel Barrymore. In the original version, which was offered in New York, the height of pathos was reached in the last act, when the hero, a circus clown, disappointed in his every heart's desire, took his own life. But when "Laugh, Clown, Laugh" was sent out "on the road", Mr. Belasco showed his keen knowledge of audiences when he made a striking change in this last act. Undoubtedly feeling that the people in the smaller cities and towns would appreciate a happier ending far more, he straightway turned the act about completely, saving the clown's life nightly and giving his audiences what they prefer.

Now, every man in the merchandise field, either as head of a selling business or as actual sales person, is, in a sense, staging a theatrical effect in the sense that he must strive with all his resources to please his audience. What will go with one customer will not with another as to merchandise, the manner of its presentation, and as to the last act, which is the method of closing the sale.

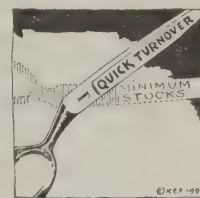
If Mr. Belasco were selling in a store, he would make mighty sure of his type of customer before he proceeded with each sales talk. He'd not suggest time-payments to Mrs. Astorbilt nor try to rush her into making a purchase; nor

would he attempt to sell a tapestry to Mrs. Murphy, the hodcarrier's wife, though he might employ a little "moral 'suation" to help her solidify upon the purchase of a new gingham house dress.

The successful merchandiser must learn to be resourceful. He verily must be a Belasco, with his every sense alert to detect his opportunities.

Scissors Need Two Blades

The Andover, Conn., grand juror who recently signed a warrant calling for his own arrest for harboring an unlicensed dog has greater powers of introspection than the average merchant, who is usually far more capable of seeing the faults of others than his own. Most merchants, nowadays, recognize the value of Quick Turn-Over.



They appreciate that it is worth while to them to have goods on their shelves the minimum time. But they give little thought to the fact that the carrying of the minimum practical number of known and asked-for brands is part and parcel of the accepted Quick-Turn-Over Plan. To operate otherwise is like trying to cut with but one blade of a pair of scissors. More and more, manufacturers are learning the values of restricted lines and greater specialization on a few brands. Thomas Edison has pointed out that, as a result, they can in that way make their selling price the other fellow's cost. No retailer can carry all brands. He must select. His task is to choose the minimum number of brands which will appeal to the majority of his trade. Then and then only he has both blades of the Quick Turn-Over Scissors working for him.

Momentum



An inquiring reporter strolled into the engine room, down in the cavernous depths of the giant steamship Leviathan, the other day, when she was docked in New York, and drew Chief Engineer John J. Fagan into conversation. Of course he asked the usual foolish questions, one of which was: "Suppose, Chief, you were running at triple cruising speed, out in mid-ocean, and the signal came: 'Full speed astern'. How long would it be before this big boat would begin to move sternward?"

Engineer Fagan, who is far handier with information within his line than the average encyclopaedia, was ready with his reply, which was: "Between five and ten miles". Think of it! The giant mistress of the sea would move ahead at least one hundred ordinary city block-lengths before her reversing propellers would begin to get the better of momentum and start her moving backwards!

Momentum is a great force. It keeps planets whirling about suns; and it whirls businesses along toward success or failure, as the case may be.

Here is a business—your business perhaps—which has never advertised but which starts advertising. And if you are captain at its helm, you may be not a little surprised that the results of that first advertising do not show themselves almost instant. Then never forget the testimony of the Leviathan's chief engineer.

For a business to change to a policy of advertising is to make a radical change in the propelling power behind it; and there must be a reasonable time allowance made before that new power may reasonably be expected to show itself.

Allow Southwest to Deal With Its Railroads, Commissioner Coyle Urges

Statement Points Out Great Development Taking Place in that Territory, in Commenting on Proposed Freight Rate Increase

TRAFFIC Commissioner Coyle of the Chamber of Commerce, in a statement recently issued in which he comments on the proposed increase in freight rates now pending before the State and Interstate Commerce Commissions, points out the importance of the matter to this territory, as follows:

"This is a subject which has been under consideration by the railroads for a year or more. The action referred to in the dispatch is the same as has been taken by the carriers in the other states west of the Mississippi River. It goes to the proposition of a general revision in rates in Western Trunk Line Territory. That is practically the territory west of the Mississippi River to the Rocky Mountains.

"While all of this territory is considered by the carriers in general as one unit, in certain respects it is subdivided into the Northwestern, Central Western and Southwestern. The wisdom of thus dividing the territory for intelligent analysis of the traffic and commercial conditions is quite obvious. The marked difference in the commercial conditions, or potential elements of commerce in the Southwest, as compared to the Northwest, and the future development of the same, may, therefore, be broadly considered.

"Mr. Houston, former Secretary of Commerce, recently stated that industry in this country in the large dates from the close of the Civil War. I believe it is fair, therefore, to view the developments in the Northwest and Southwest from that standpoint; thus we find the Southwest dormant for a number of years after that domestic disturbance, and the Northwest, unaffected thereby, rapidly developing. The development in the Northwest continued with little interruption up to the beginning of the World War. It required many years, however, for the Southwest to recover, and to show the great possibilities of that section.

"Today I believe it may well be said, and substantiated by facts, that development of the potential elements of the Northwest is approaching the maximum, while development of the same in the Southwest is comparatively in its infancy.

"In this connection attention is directed to the following statement:

**Revenue Freight Car Loading as Compiled by the Car Service
Division of The American Railway Association for Five
Weeks Ending May 17, 1924, as Compared with the
Same Weeks in 1923 and Five Weeks Ending
with May 16, 1925, as Compared with the
Same Weeks in 1923.**

Districts	May 1923	May 1924	Per Cent of Increase or Decrease
Northwestern	683,645	652,859	.045 (Decrease)
Southwestern	286,145	309,508	.075 (Increase)
Totals (All RRs.)	4,849,297	4,486,449	.74 (Decrease)
		May 1925	
Northwestern	683,645	720,805	.051 (Increase)
Southwestern	286,145	325,467	.120 (Increase)
Total, (All RRs.)	4,849,297	4,830,000	.003 (Decrease)
		May 1924	
Mdse. LCL. & Misc.	2,958,335	2,886,773	.024 (Decrease)
		May 1925	
" " "	2,958,335	3,084,207	.040 (Increase)

"From this you will observe the general loading of all the railroads in this country within the period mentioned shows a decrease, while loading in the Southwest shows a marked increase, and loading in the Northwest a decrease. You will also note that the general loading of 'L. C. L.' and 'Miscellaneous Merchandise' shows an increase, 1925 over 1923.

"When it is taken into account that this embraces substantially all of the manufactured articles of commerce, it may be taken as a fair criterion of commercial conditions, hence we may reasonably conclude that as a general proposition there is relatively greater prosperity in the Southwest than in the Northwest.

"There is another phase of the subject which to my mind points in the same direction. As shown by statistics presented by the carriers in a recent issue of the Railway Age, the earnings of the railroads by districts, for the first five months of 1925, with return on property investment on an annual basis, shows,

		Percent on Property Investment
Northwestern Region	\$20,770,645	2.13
Southwestern Region	30,851,119	4.29

"In connection with this subject I am very much impressed with the proposition made recently by Mr. Mark W. Potter, formerly member of the Interstate Commerce Commission, and now one of the receivers of the C. M. & St. P. His proposition is very elaborate and goes extensively into detail. It is generally understood that the carriers in the Western Territory, when they file their tariffs, will propose a general advance of substantially 11 per cent over the present rates. Mr. Potter says in opening his statements:

"There is a method to get additional income for carriers that need it and not for others. It can be put into effect promptly without cumbersome proceedings. Let there be an increase of less than 11 per cent—say, to illustrate, only 5 per cent—throughout the Western Group. Segregate and pool the proceeds of that increase. Give no portion of the proceeds of the increase to carriers enjoying a return in excess of $5\frac{3}{4}$ per cent. Divide the entire proceeds among carriers earning less than $5\frac{3}{4}$ per cent. As the 5 per cent increase should be made because of the condition of needy carriers, divide the amount to be recovered from that increase among the carriers in proportion to their several needs, as reflected by their several deficits below a fair return."

"In short, it seems to me Mr. Potter's plan offers fair relief to the carriers and places the burden more equitably upon the public. In any event I still hold that as little tinkering as possible should be done with the rates, but where readjustment may be necessary it should be done with due regard to the territory or group of communities particularly and directly affected; hence I believe in considering this proposition, this and all other communities in the Southwest should be permitted to cooperate or deal with the Southwestern railroads in such manner as will tend to strengthen the carriers in this territory, without imposing upon us an undue proportion of the burden placed upon the public in general for the purpose of sustaining or strengthening the carriers serving other sections of the country not so prosperous, or whose commerce may not present as fair prospect of development as ours."

Missouri Pacific Stresses Adequate Service It Gives

"TRANSPORTATION service is the only commodity the Missouri Pacific System Lines produces and has for sale. Production of the very best possible service is, therefore, the abiding ambition of every employe of these lines."

This statement over the signature of L. W. Baldwin, president of the Missouri Pacific, accurately expresses the idea that has permeated every branch of the service of this great railroad system. St. Louis is considered a shining example of the efforts of Missouri Pacific officials and employes in the "production of the very best possible service".

Just how well the Missouri Pacific has succeeded in providing adequate and efficient service from St. Louis to the West, Southwest, South, is evidenced by the large number of trains operated and by the volume of travel handled by the Missouri Pacific into and out of St. Louis, it is pointed out in a statement issued by the road.

The Missouri Pacific Railroad is particularly proud of the passenger train service provided from St. Louis to Kansas City, Colorado and the West, the statement says.

"Four splendid trains, in each direction daily, provide the service to the West," it is pointed out. "The Scenic Limited, leaving St. Louis each morning at 9 o'clock, carries observation and sleeping cars from St. Louis to Denver, drawing-room sleeper from St. Louis to Oakland, California, in addition to diner and chair car and coach equipment. Train No. 15, leaving St. Louis at 2:02 p. m. each day carries parlor-observation car between St. Louis and Kansas City, drawing-room sleeper between St. Louis and Omaha and diner, along with chair car and coaches."

"The Westerner, leaving St. Louis daily at 10:10 p. m., includes in its equipment a drawing-room sleeper between St. Louis and Denver, drawing-room and compartment sleeper between St. Louis and Colorado Springs and compartment, drawing-room sleeper from St. Louis to Los Angeles, via Kansas City and Santa Fe every third day, together with regular train equipment.

"Train known as No. 9, the Fast Mail, as it has been known for many years, leaves St. Louis at 11:59 p. m., daily, and carries drawing-room sleepers between St. Louis and Kansas City as well as cafe-lounge car.

"The Sunflower is the Missouri Pacific train operating between St. Louis and Wichita and Joplin, with drawing-room sleepers to both Joplin and Wichita, together with chair car, coaches and cafe-club car.

"Train service to Arkansas, Louisiana, Texas, Mexico and California as provided by two sections of the Sunshine Special, the Hot Springs Special and two other trains is the best service offered by any railroad to that section of the country. The Sunshine Special with oil-burning locomotives all the way has Sunshine Special dining car service, coaches, chair cars, drawing-room sleepers between St. Louis and Houston and Galveston; to Houston and Mission; to San Antonio and Laredo with direct transfer to the San Antonio-Mexico City sleeper without leaving train; to Shreveport and Port Arthur; to Dallas, Fort Worth and Los Angeles; and, to San Antonio and Brownsville.

"The Hot Springs Special has drawing-room sleepers from St. Louis to McGehee, Ark., to Hot Springs and to Memphis. This train also handles sleepers for San Angelo and San Antonio, Tex., as far as Little Rock.

"Train No. 5, leaving St. Louis daily at 8:15 p. m., handles the San Angelo and San Antonio sleepers from the Hot Springs from Little Rock to final destination and, in addition, handles from St. Louis through sleepers to Monroe, La., and for Branson and Hollister, Mo., on Fridays and Saturdays, together with chair car, divided coach and diner.

"Train No. 3, leaving St. Louis each morning at 9:05 o'clock carries through sleepers from St. Louis to Fort Worth and to San Antonio. At Palestine connection is made with the sleeper for Houston.

"The freight service provided by the Missouri Pacific to and from St. Louis is arranged to handle the greatest volume of freight with the greatest degree of efficiency possible and the growth of the volume of freight traffic offered the Missouri Pacific during the past two years is indicative of the class of service rendered."

Bank Statement on Business Outlook

BUSINESS conditions in the St. Louis trade territory are fair to good; they are generally better than a year ago, and the feeling toward the future is one of confidence, according to a report made public by Felix E. Gunter, president of the Liberty Central Trust Company of St. Louis.

The conclusions are based on reports from more than 200 correspondent banks in southern Illinois, Missouri, Arkansas, Oklahoma, and Texas, received in response to a questionnaire sent out recently. The information comes mainly from the smaller cities and towns rather than the large metropolitan centers from which much business sentiment emanates.

The present situation is regarded as good by no less than 37 per cent of the correspondents; 59 per cent consider it fair, leaving only 4 per cent—a mere handful—who call it poor. These few "poor" reports are mostly due to unfavorable crop conditions locally, or the coal mining situation.

The "good" reports are more or less scattered, although there is some concentration of them in northeastern and southwestern Missouri and southwestern Oklahoma. The highest percentage of "good" replies, 53, comes from Arkansas; Missouri is next with 42 per cent. Illinois, with 25 per cent, is lowest.

Seventy-two per cent of the bankers consider conditions better now than at this time last year, the remainder for the most part saying that there has been no improvement; a few report retrogression. Belief that the situation has bettered itself is strongest in Missouri and Oklahoma, and least predominant in Illinois, although everywhere the favorable reports have a good majority.

The states under consideration, so far as agriculture is concerned, do not form a compact unit, and for this reason wide variations in crop conditions usually are to be found. Noteworthy points are the exceptionally good corn outlook in Missouri and Illinois; the favorable cotton prospect in most of the region; and the relatively good status of the live stock, dairying and poultry industries, the two last-named in particular.

Pet Milk Company Plans New Factory in Missouri

The Pet Milk Company, which originated at Highland, Ill., in the Helvetia Milk Condensing Company, is again expanding. The officers have decided to locate a new plant in Southern Missouri, and J. A. Milham of Fort Scott, Kan., who is representing the condensary in its negotiations, has visited Jasper, Ozark and Bolivar and plans to visit Seymour, Mountain Grove and Cabool. In each place the milk supply and water supply are being studied.

Retail Business Shows Gains, Review States

COMMENTING on the business situation in the St. Louis district, Dun's Review has the following to say:

"Retail business during the current week showed a gain over that for the corresponding week last year, which has been reflected in the improvement in wholesale distribution, and the greater confidence on the part of buyers making commitments for future delivery. Immediate orders for midsummer goods are numerous, with supply short. Prices generally remain firm. Purchases for Fall exceed, by a good margin, those of the same period last year.

"The steel business is slightly on the increase, with railroads again in the market for both car and track materials, and with the automobile and implement business well maintained. Structural steel and building materials are active, and building operations have shown no signs of a let-up. The demand for hardwoods and softwoods continues good, with prices in hardwoods showing a disposition to rise. The furniture, automobile, box, and sash and door interests are taking about the same quantities.

"The flour trade is slow in getting started on the new crops, buyers waiting evidently for developments that will give them an idea of the trend of the market. Stocks are low, however, and it is expected that the flour trade must necessarily open up shortly. The Missouri crop report indicates an improved condition in regard to corn, prospects now being for a much larger crop than had been expected. This also has been true of the Missouri wheat crop which has now been practically harvested. Oats are 80 per cent. of normal. Apples are 53 per cent., peaches 39, pears 42 and grapes 63 per cent. of normal. The potato crop will be small, due to late frosts, the yield being indicated at about 55 per cent. of normal."

Queen's Daughters to Erect New Home

ARRANGEMENTS for the erection of a \$200,000 building, adjoining the present home at 3730 Lindell boulevard, have been completed by the Queen's Daughters, an organization of Catholic women, it has been announced by Mrs. A. M. Butler, chairman of the Board of Directors. Plans and specifications for the new structure are now being prepared and bids are expected to be let within the next week or two.

The new structure will be situated upon the same lot with the present headquarters and will in no way affect the latter. The decision to erect an addition to the home was decided upon as a result of the necessity of enlarging the present home, the dormitories of which now accommodate only fifty-two girls. The new building will increase accommodations to about 150.

The new building will be so constructed as to harmonize with the present home. It will be four stories in height. Carthage stone, the same that was used in the exterior of the old building, will be used in the new. It will have a spacious auditorium, meeting rooms and other new innovations now being incorporated in this character of building.

The lot upon which the present home is situated has a frontage on Lindell boulevard of 120 feet by a depth of 213 feet. The building proper covers 37 feet of the frontage, and it is planned to erect the new building on the eastern portion of the Lindell boulevard frontage with a 21-foot lawn separating the two structures.

The new building, according to present plans, will form an "L". It will occupy about 62 feet on Lindell boulevard and the entire 213 feet in the rear. An inclosed bridge will connect the old home with the new building on the second floor.

Development Service Bureau's Work Discussed in Article

COMMENTING on the work of the Development Service Bureau of the Chamber of Commerce, G. V. Kenton, Editorial Director of the St. Louis News Service, in an article sent to newspapers throughout the nation, told of the Bureau's active campaign for greater agricultural development.

The article follows:

Realizing that in the upbuilding of any community or city, the welfare of the farmer must be taken into consideration, the Chamber of Commerce here, through its Development Service Bureau, is waging an active campaign in Missouri and Illinois to see that the tiller of the soil obtains the co-operation necessary to make him succeed.

"Farming is a big business undertaking," asserted Roy S. Rauschkolb, manager of the bureau, "and until big business methods are applied to it, the farming problem will never be solved. The business and professional men must get together with the farmer and help him to better his products as well as to increase his output.

"The Development Service Bureau, which began operation six years ago, lends a willing hand to any community which is striving to organize. In helping to form new chambers of commerce it keeps uppermost the idea that the farm organization must have a representation in any new development. We impress the banker and merchant with the thought that if the tiller of the soil prospers, all make money; that unless the farmer profits he is not a buyer but a borrower and can become bankrupt like a business man.

"St. Louis is interested in seeing its trade territory become more productive and prosperous, for naturally the city will prosper in the same proportion. A good portion of the new trade thus created eventually will find its way into St. Louis channels, for an analysis reveals that about 93 per cent of our commercial activity develops outside the corporate limits.

Every town, no matter how small, has its own trade territory, which, in nearly all cases, is chiefly agricultural. So the problem of advancement immediately becomes one of agriculture with its varied phases. It is not our plan to tell the farmer how to manage his crops as he would resent this. But we try to strengthen the hand of farm organizations, or perhaps help organize new ones, and get them to working in unison with other uplift agencies. In this manner progress is made toward the goal of maximum production per unit with the lowest possible cost. With orderly and scientific production there naturally follows orderly marketing.

"Reynolds County, Missouri, is a typical case of what can be done. This district a little more than a year ago realized its timber supply, which has been the chief source of revenue, was nearing the end. At best it could not last more than five years more. What to do to put the waste, cutover land into paying production was a problem.

"The Chamber of Commerce was appealed to and sent its development bureau agent to the scene. With the aid of two railroads, the business men and farmers were called together and a definite program of agricultural development worked out. A county Chamber of Commerce was organized. Fifty acres of land were used for demonstration purposes, one-half being put in tomatoes and one-half in strawberries. As a result, this year farmers have contracted to supply four canneries with enough tomatoes to keep them going and 12 carloads of strawberries were shipped out this season. Milk shipments have more than doubled. Fruit farms

are beginning to develop, 3000 peach and 3000 apple trees having been set out following careful tests and analysis of the soil.

"Following in the wake of this, 14 counties have organized the Ozarks Chamber of Commerce and are working harmoniously toward solving their agricultural problems and in advancing to the world the scenic beauty of this section of the State.

"In addition to these activities, our bureau is engaged in helping form corn clubs, junior clubs, calf clubs, dairy clubs, poultry clubs, farm mechanics clubs, home economic clubs,

stock judging contests and other things which will inspire farm boys and girls and their parents to reach higher goals. Two years ago the chamber awarded \$2000 as prizes in conjunction with colleges in Missouri and Illinois, in cow testing contests. The purpose was to find out how many boarder cows were being fed and thus to eliminate the non-productive from the herd. As a result there was a great improvement in the dairying business in the sections where contests were held.

"In recent months, the bureau has aided materially in many localities the promotion of civic improvements, such as bond issues for new schools, waterworks, or sewers and better highways. In fact, wherever there is a constructive program looking toward the betterment of the community, our bureau welcomes a call for service."



INDEPENDENT OF ALL COMBINATIONS
"KEEP THE QUALITY UP"

Fourteen great factories, owned and operated exclusively by the Hamilton-Brown Shoe Company, have been built upon the policy and pledge to keep the quality up. You are cordially invited to visit our display rooms at 1140 Washington Avenue to inspect the line of Hamilton-Brown Shoes produced in these factories. Built for style—fit—wear and economy, this distinctive line of foot-wear has given maximum value to shoe retailers and consumers for over half a century.

American Gentleman Shoes—American Lady Shoes
Security Shoes for Children
HAMILTON-BROWN SHOE COMPANY
St. Louis Boston



In dealing with advertisers, please mention "Greater St. Louis".

Which is the Fortunate Merchant?

or

The one who never goes to market to pick up new ideas and new goods—who depends wholly upon the calls of salesmen and catalogues for his source of supply?

The merchant who goes to a competitive market once or twice a year—selects his merchandise from large open stocks—picks up a quantity of “specials”—mingles and swaps ideas with merchants from other localities—gets a new slant on merchandising problems, store management, window display, advertising, etc.—saves money on his purchases and returns home full of enthusiasm and equipped with the essentials to make his coming season's business a genuine success?

One of the **Big Reasons** why you should come to St. Louis this season is: The fund of merchandising ideas, information and education you'll get out of the Convention of the American Retailers' Association, August 3, 4, 5, 6.

The other big reason is: The excellent values, moderate prices and fair-and-square treatment you'll get at The Carleton Company, where better merchandising facilities and more extensive assortments of dependable merchandise will enthuse you and help turn your market trip into a pleasant and profitable vacation.

The new Fall goods are in—attractively displayed for your convenient selection.

We'll be glad to see you and you'll be pleased with Carleton values, Carleton service and Carleton treatment.

The CARLETON COMPANY

Wholesale Dry Goods

Washington and Twelfth

ST. LOUIS

New Wheat Coming in, Shows Unusually High Test

SHIPMENTS of new wheat, which are pouring into this market, are showing an unusually high test, according to officials of the Merchants' Exchange. A number of cars of the red winter wheat have graded No. 1 with a weight of 60 to 61.2 pounds per bushel. A large percentage of the early shipments has been accepted as No. 2, considered a high rating, at from 58 to 59.7 pounds.

With early prices ranging around \$1.60 a bushel and the yield per acre generally good, farmers in the territory surrounding the St. Louis market are obtaining a profitable return. In general, growing conditions last spring were favorable to wheat. In spite of statements by experts that heavy damage had been done to the crop following the frosts that occurred in May, no loss in quality or production is now apparent.

From present indications, wheat receipts here in 1924, which totalled 41,253,769 bushels, will be exceeded this year. St. Louis has long been considered a red winter wheat center, the bulk of this variety being shipped here for sale and distribution. Millers therefore look to this market for their supply of grain to be used in soft flour manufacture. A great deal of such wheat is ground here but about 80 per cent usually is shipped to other centers. Last year 31,017,290 bushels went from here to other districts.

The bulk of wheat received here comes from Missouri, Illinois and Iowa with smaller lots from Oklahoma, Nebraska, Kansas and South Dakota. This year shipments began the first of July but there has been a great deal of delay in threshing operations due to heavy rains. While this has retarded wheat operators, it has been of great benefit to corn and a heavy yield of this grain is indicated. The condition of corn as of July 1, according to Government reports, was 89 per cent as compared with 82 per cent for a 10-year average.

Wheat sold on the St. Louis market must be subjected to thorough inspection by the State grain department in accordance with regulations laid down by the United States Grain Standards Act. Sales are made through bids received on the floor of the Merchants' Exchange and the proceeds are turned over to the original owner after commissions and other small charges are deducted.

The Merchants' Exchange, which now has a membership of about 700, had its beginning back in 1836 when a number of merchants organized a sort of a debating society for discussion of matters pertaining to civic welfare and trade. This functioned as a chamber of commerce until 1849. In that year millers of the city organized a Millers' Exchange and used large tables to display their grain and traded in their display rooms. Seeing the idea was a good one, the merchants reorganized themselves into another exchange and started transacting business.

When the Civil War came on, trading was disrupted and the exchange suffered. Finally it got on its feet again as the Union Merchants' Exchange. At this time it was located on

Main street between Market and Walnut streets. On December 21, 1875, it was decided to move to Third and Pine streets, its present location. Here are spacious rooms for trading, the floor area being 100 x 225 feet and height of the ceiling 80 feet.

In the old days, all the wheat came by wagon and steamboats, the river front often being piled high with sacks of the golden grain. Now trucks, steamboats, barge line and railroads bring it here. And that the Mississippi-Warrior River barge line is helping materially in shipments is attested by the fact that it has handled more than 13,000,000 bushels of the grain in the past 12 months.

Strickland Printing Company Takes Larger Quarters

Isaac T. Cook & Co., Inc., reports having closed a lease with the F. M. Strickland Printing and Stationery Company for the entire second floor of the five-story building at 2206-10 Pine street. The Strickland firm is now located at 907 Walnut street.

Within the past six months this district has developed into a printing center. Up to January of this year only one firm, the Agricultural Publishing Company, owners of the building at 2206-10 Pine street, had located in this district, but since that time the Isaac Cook Company, through leases, have located the Dewes Printing Company and the Wiese Printing Company in this district. These companies are located in the new four-story building at the northeast corner of Twenty-second and Pine streets.



BUSINESS men say it's great to have the largest salt water pool in the world in St. Louis.

It's great to take a noon time swim and be full of afternoon pep—or to stop off for a swim on the way home in the evening.

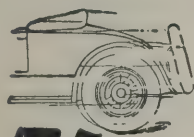
COLISEUM POOL

Washington at Jefferson

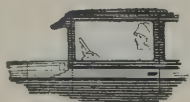
Roth Brothers Specializing in Floral Designs

Louis and Samuel Roth, for many years with prominent floral companies of this city, recently opened a store at 215 North Seventh street, under the firm name of Roth Brothers. The firm carries a complete stock of cut flowers and potted plants, and specialize in artistic floral designs.

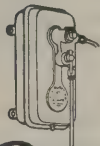
1926
improvements



75
Horse
Power



Duotone
DUCO Colors



Oil
filter

Fisher
CLOSED
Bodies

LATEST and MOST
BEAUTIFUL DESIGNS

AND
MANY OTHER
DISTINCTIVE
FEATURES

WHEN BETTER AUTOMOBILES ARE BUILT,
BUICK WILL BUILD THEM

Again

Buick
has built
a better
Automobile

See it today at the
Buick showroom

South Side Buick Auto Co.
3456 S. Grand Boul.

Kuhs-Buick Co.
2837 N. Grand Boul.

E. A. Dodge Motor Co.
1417 19th St., Granite City, Ill.

West Side Buick Auto Co.
Kingshighway and McPherson

East Side Buick Co.
326 N. 10th St., E. St. Louis, Ill.

Jakes-Buick Auto Co.
Kirkwood, Mo.

Schnure Motor Co.
2938-50 Olive St.

Vesper-Buick Auto Co.
Lindell at Grand

1926
improvements



4^{AND}
2 door
sedans



APPROVED
4 Wheel
Brakes



Gas
filter



Air
Cleaner

AND
MANY OTHER
DISTINCTIVE
FEATURES

Business "Good to Fair," Bank Review States

FAIR to good business conditions, generally better than a year ago, and with a feeling of confidence toward the future, prevail in St. Louis trade territory, according to a special report issued by the Liberty Central Trust Company, through Felix E. Gunter, President.

The conclusions are based on statements received in answer to questionnaires sent July 1 to more than 200 correspondent banks in Missouri, Southern Illinois, Arkansas, Oklahoma, and Texas. The statements are mostly from the smaller cities and towns, rather than the larger metropolitan centers.

"No less than 37 per cent of the correspondents consider the present situation as 'good', while 59 per cent consider it fair, leaving only 4 per cent who term it 'poor'," the report stated. "These few 'poor' reports are mostly due to unfavorable crop conditions locally, or the coal-mining situation.

"The 'good' reports are more or less scattered, although there is some concentration in Northeastern and Southwestern Missouri and Southwestern Oklahoma. The highest percentage of 'good' replies, 53, comes from Arkansas. Missouri is next with 42 per cent. Illinois, with 25 per cent, is lowest.

"Seventy-two per cent of the bankers consider conditions better now than at this time last year, the remainder for the most part saying that there has been no improvement. A few report retrogression. Belief that the situation has bettered itself is strongest in Missouri and Oklahoma, and least predominant in Illinois, although everywhere the favorable reports have a good majority.

"The states under consideration, so far as agriculture is concerned, do not form a compact unit, and for this reason wide variations in crop conditions usually are to be found. This is particularly true in 1925. Reports correspond quite accurately with those issued by the Federal Government. Noteworthy points are the exceptionally good corn outlook in Missouri and Illinois, the favorable cotton prospect in most of the region, and the relatively good status of the live stock, dairying and poultry industries, the two last named in particular.

"Coal mining, in Illinois and elsewhere in the territory, is said to be in poor shape, owing to conditions which are generally known. Reports on oil, coming mostly from Oklahoma, are mainly favorable. The same is true, to a greater degree, of lead and zinc in the Missouri and Oklahoma districts.

"The lumber business in Missouri and Arkansas is mostly fair to good; better in Arkansas than in Missouri.

"A substantial majority of the bankers in Missouri and Oklahoma consider the farmer's condition better than a year ago. In Texas, opinion on this is divided about evenly. In Arkansas and Illinois the favorable replies predominate by a fair margin.

"Retail trade throughout the territory is generally regarded as fair, and good oftener than poor. As to whether it has improved in the past twelve months, the negative belief prevails, but only to a slight degree. Oklahoma furnishes an exception to this. Most of the reports from that state indicate betterment.

"Outside the coal fields there is said to be very little unemployment. Farm labor is sufficient in supply almost everywhere, although in some cases wages are considered excessive.

"In expressing their opinions as to present obstacles to further improvement in general conditions the correspondents bring out a number of significant points. About thirty per cent, either by direct statement or by disregard of the question, imply that there are no such obstacles. Another twenty-five per cent regard present crop prospects, as governed by weather conditions, the chief matter for concern. In Oklahoma and Texas alone about half the correspondents state that dry weather

is the only detriment to further progress. In many instances rainfall has now changed the outlook for the better.

"Second in importance comes the general question of the farm situation—farm prices, old debts, etc.—mostly troubles inherited from the postwar boom and still in evidence here and there, although gradually disappearing. Third comes laziness and extravagances, memories of war prices, as one banker expresses it. Under this head comes the indiscriminate purchase of automobiles, a matter mentioned in a surprisingly large number of reports. Fourth in importance is a more specific question, the poor state of the coal-mining industry in Illinois and wherever else in the territory coal is produced in quantity.

"It is interesting to note that the matter of freight rates, complained of in recent years, receives practically no mention in this season's reports.

"As to the attitude of the people toward the future, 82 per cent of the banks replying state that a feeling of confidence prevails. The remaining 18 per cent report a doubtful sentiment. Illinois has more of the latter than the other states, although even there the favorable views are greatly in the majority."

Sales Bureau Plans Boat Excursion

THE Sales Managers' Bureau is going to give a boat excursion Thursday evening, August 27. This is the first time a boat excursion has been undertaken by the Bureau.

James A. Lytle, Chairman of the Special Meetings Committee, is General Chairman of the Committee on arrangements. G. M. Horton will be in charge of arranging contests and prize dances on the boat. William Schwab, Assistant to the Sales Manager, Rice-Stix Dry Goods Co., is chairman of the ticket committee.

The Bureau has taken the boat over under contract. No one can be admitted to the boat without authorization of the ticket committee.

A number of members already have issued orders for large quantities of tickets. The Levis-Zukoski Mercantile Company will take about 350, The Bussmann Manufacturing Co. 100, Ely & Walker Dry Goods Company 100, and a number of other members have indicated that they will take 25. The boat will accommodate 1100. When that figure is reached, no more tickets will be sold, so members desiring to participate in a most enjoyable evening should send in their orders for tickets at once. The price is \$1.00. The boat leaves the foot of Washington avenue at 8:30 p. m., returning around 11:30.

In addition to the contests there will be dancing. The J. S. now has one of the finest dance orchestras in the country.

The committee is putting forth every effort to make the evening one of fun, jollity and frivolity. It will be a happy event it is anticipated and at that particular time of the year there could be found no substitute that will quite compare with the opportunity this boat excursion will afford for an evening of enjoyment.

Efficient Electric Company Moves to New Quarters

The Efficient Electric Co. has leased for a long term of years the entire two-story building, with garage in rear, at 1919 Olive street. This space will be used as office, work room and sales room. The electric company formerly was at the northeast corner of Thirteenth and Pine streets.

Both parties in this transaction were represented by the Mullin-Walters Realty Co.

USE THE SHIPPERS' GUIDE

The Traffic Bureau of the St. Louis Chamber of Commerce believes St. Louis Shippers are being benefited by its system of

FREIGHT ROUTINGS

as compiled by its routing Committee and published in

THE SHIPPERS' GUIDE

Use the Guide for Routing your Freight, Express and ensure Accuracy and Speed, securing the desired information in 16 seconds average time for routing to any town, inland or otherwise, in the U. S. and Canada.

The Shippers' Guide, with Monthly Revision Service averaging 1200 to 2000 changes, is leased at less than 5c per day. These Monthly Changes are inserted by our own carriers in this loose-leaf Guide. Used by thousands of Shippers. Costs but \$16.00 per year. *Can you afford to be without it?*

If any kicks, tell the

TRAFFIC BUREAU ROUTING COMMITTEE

Geo. Danner, T. M.,
Mayer Bros. Drug Co., Chairman
G. T. McClure, T. M.,
International Shoe Co.
E. T. Sheeran, T. M.,
Shapleigh Hardware Co.
Dan Noonan, T. M.,
Rice-Stix Dry Goods Co.
H. G. Marandon, T. M.,
Stimmons Hardware Co.

Your co-operation will help to maintain prompt, regular *freight service* on the railroads out of St. Louis.

Inquiries carry no obligation.

For 10 days free trial apply to

THE SHIPPERS' GUIDE COMPANY

C. L. HAMILTON, Manager
506 OLIVE ST.

Main 1402

Serving Shippers for over 55 years.



A decade--

Ten years ago the St. Louis Screw Company came to us with a plan to move their plant where they could have all operations together—a unified center for producing their various lines. We furnished steel for the first of the new buildings at that time—a steel mill. Then, as opportunity arose, they called on us again and again.

In the building shown above in skeleton form, we furnished not only structural steel, but all ornamental iron and other miscellaneous items.

It is gratifying now to have completed the whole of this job and to see the plant entirely assembled in the new location.

This decade of continuous business association stands as a mutual compliment, giving us opportunity to prove the mettle of both organizations—that of the St. Louis Screw Company, and our own.

We are grateful for this opportunity and wish our customer continued success.

MISSISSIPPI VALLEY STRUCTURAL STEEL CO.

Engineers and Builders

Owning and operating plants at St. Louis, Missouri, and Decatur, Illinois.
St. Louis plant located at 3117 Big Bend Road.

Pictures by St. Louis Artists to be Shown at State Fair

A COLLECTION of 100 pictures by 50 St. Louis artists, now on view as a special exhibition at the Central Public Library, will represent St. Louis art at the Silver Anniversary Exposition, Missouri State Fair, at Sedalia, in August, and will be shown as an educational traveling exhibition at several other places.

The collection was assembled by the Exhibitions Committee of the St. Louis Art League and is announced as the first enterprise on the Art League program for the season of 1925-1926. The annual thumb-box exhibition also is now being arranged for by the committee, to open in the fall. This year's display will be the eleventh of the series.

Paintings in oil, water color and other "mediums," with drawings, designs and examples of artistic pictorial photography, comprise the display at the library.

Art workers represented in the catalogue include Oscar E. Berninghaus, Frank D. Nuderscher, Tom P. Barnett, Charles F. Galt, Robert A. Kissack, Fred G. Gray, Kathryn E. Cherry, Dawson Dawson-Watson, Paul F. Berdanier, Mildred Bailey Carpenter, Emily Summa, Manley K. Nash, Blanche Skrainka, F. H. W. Woolrych, E. A. Luchtemeyer, Sheila Burlingame, J. Scott MacNutt, Arthur L. Zeller, Williamina Parrish, Grace Parrish, Arthur Mitchell, Thomas R. Blow, Wilson Todd, Alwin E. Schmidt, A. T. Winchell, Carl G. Waldeck, Victor S. Holm, William Bauer, Max Gottschalk, Florence B. ver Steeg, Carl V. Thelin, Ralph Chesley Ott, Simeon D. Rogers, Emilie M. Gross, Fred Rushing Roe, Margaret Mosby, Walter S. Bringham, Martin C. Kaiser, Mabel Meeker Edsall, Frederico Aquadro, John J. Eppensteiner, E. Oscar

Thalinger, Martin L. Medart, Philip A. Grone-meyer, Paula Fenske, George W. Manley, Gisella Loeffler Lacher, Marie R. Garesche, Wallace Bassford, Leola Bullivant, Elizabeth Robinson and Dorothy Hetlage.

The Art League, in co-operation with the State Fair management, have sent an art exhibit from St. Louis to Sedalia regularly for several years. This year they were asked to make a special effort in honor of the silver anniversary of the Fair. The State Board, responsible for the fair, are emphasizing the educational features, and it is pointed out that in line with this idea the more important State Fairs of today place a growing importance upon art.

Fortunately, the Missouri Fair has at Sedalia a permanent fireproof structure, the Women's building, where the art exhibit always is installed. An innovation this year is the starting of a permanent art collection for the Women's building. This will be inaugurated with a purchase from the 1925 display, for which \$250 has been appropriated as a purchase prize. Of the present St. Louis exhibit, it is believed that 20 or 30 paintings may be eligible for the award, some of the more important examples being too highly valued to come within the range of availability. Other art prizes offered are \$75, \$50 and \$25, with the blue, white and red ribbons of merit.

The display at the Library occupies the art room and the large central hall on the main floor, where it will be open free during the day and up to 9 o'clock p. m. until Saturday, Aug. 8.

Junior Chamber Visits Decatur, Illinois

A DELEGATION of more than 100 members of the Junior Chamber of Commerce visited Decatur, Illinois, Sunday, July 26, as guests of the Decatur Association of Commerce.

Leaving St. Louis Sunday by special train via the Illinois Traction the party arrived in Decatur at noon. Following a street parade in which banners advertising St. Louis were carried, members were taken to the Elks Country Club for luncheon, during which addresses of welcome and response were made. The party was then taken for an automobile tour of the residential and industrial district, including also a visit to Lake Decatur, said to be one of the largest artificial lakes in the country. Prior to departure the same evening, it was the pleasure of members to see Decatur's Industrial Exhibition depicting the wide variety of products manufactured in the community.

This trip was one of a series of Booster Tours commenced last year when Jefferson City and Springfield, Illinois, were visited. It is the purpose of these tours to favorably advertise St. Louis and make contacts that will tend to bring communities in the St. Louis territory in closer touch with our city.

The Decatur Association of Commerce through its very fine co-operation made possible the most successful tour thus far conducted. The press of Decatur was generous in the amount of space devoted to advertising the event.

It is planned to conduct another tour in the early fall, according to Geo. Ballard, vice-president of the Junior Chamber, who is in charge of these tours.

For Your Heirs' Advantage Use Your Trust Company Continuously

YOU DO not wait until your case comes up in court to consult a lawyer—you turn to him at the first intimation of legal trouble. You submit to his practiced eye every document and situation that may involve you are your business. You use his services to foresee and avoid difficulties.

Yet—consider carefully the exactly parallel case—you appoint a Trust Company to execute your will and administer your estate, possibly without even informing the company. Its officers have no opportu-

ity to assist until the document is to be presented for probate.

Had you conferred with a trust officer, he might have suggested possible changes of holdings to effect saving of heavy drains on yours estate.

Take your list of holdings periodically to any of the officers of the St. Louis Union Trust Company—the oldest Trust Company in Missouri—for their advice to see what changes may be made to the advantage of your estate.

ST. LOUIS UNION TRUST CO.

BROADWAY AND LOCUST

Affiliated with First National Bank

TRUST SERVICE
EXCLUSIVELY

MISSOURI PACIFIC RAILROAD COMPANY

GULF COAST LINES

INTERNATIONAL-GREAT NORTHERN

Railroad Earnings Are Declining Missouri Pacific Lines Show!

COMPENSATION to the railroads for producing adequate and dependable railroad transportation service continues to decline. During the first four months of 1925 the rate of return actually earned by the railroads of the United States was only 4.38 per cent on their property investment and this, it should be remembered, is on an unprecedented volume of business for that period of the year.

All available statistics, supplemented by official statements from the Interstate Commerce Commission and other federal and state government departments, show conclusively that the railroads are providing adequate and satisfactory service. This is being accomplished, as is generally understood, as a result of the remarkably efficient manner in which the railroads are being operated, aided by additional capital for improved and additional facilities, and additional, improved equipment.

It must be remembered, however, that there are thousands of rate adjustments under consideration all the time, and almost invariably these questions are settled in such a way as to bring about a gradual but nevertheless positive reduction in the general rate levels. That is why, with a continuing record-breaking volume of business, the actual net profits of the railroads are constantly shrinking.

The average receipts to the railroads for hauling a ton of freight one mile have declined from 1.275 cents in 1921 to 1.116 in 1924. Based on these averages, the total savings to shippers in reduced freight rates, compared with 1921, amounted to \$336,000,000 in 1922, \$657,000,000 in 1923, and \$618,000,000 in 1924, or a total saving of \$1,611,000,000 to the public in three years. Receipts from passenger service also have been rapidly declining, due largely to the increased use of hard roads. All railroads have been suffering in this respect. On the Missouri Pacific alone, the loss in 1924 as compared with 1923 represented a 10 per cent decline in passenger earnings, and this ratio is continuing this year. Nevertheless, the railroads generally are producing and maintaining a superior service, much of it proving most unprofitable.

The average annual capital investment in the railroads has been \$778,000,000 a year for the last four years, and the new capital required this year is conservatively estimated at \$750,000,000. Purchases of fuel, material and supplies average approximately \$1,500,000,000 annually.

The railroads are purchasing and consuming 26.1 per cent of the total bituminous coal production of the nation, 27.5 per cent of the total steel output, and 25 per cent of the total lumber production, at costs considerably higher, comparatively, than the rate levels.

The public is primarily interested in adequate and dependable service. But the railroads must face these figures and facts. And, in order to continue to produce and provide the kind of service the public needs and wants and we want to give, we must have the friendship, confidence and co-operation and understanding of the public.

I solicit your co-operation and suggestions.



President

Manufacturers Advised to Carry "Reasonable" Stocks on Hand

TO BETTER stabilize the prices of manufactured products, which may develop in the next month or two if crop conditions continue favorable, manufacturers should carry reasonable supplies of stock on hand, according to a statement issued by Harry B. Wallace, president of the Cupples Company, which is based on reports from salesmen and trade representatives throughout the country.

The statement pointed out that after the depression in business in 1920 and 1921, a universal policy of carrying small stocks, quick turnover and hand-to-mouth buying was adopted, which policy released an enormous amount of capital and strengthened the financial condition of business.

Declaring that the condition of supply and demand is well balanced today, the statement asserted that prices will either rise or decline sooner or later, depending upon the demand, and in the event of the former condition it will be necessary for business to undergo readjustment after manufacturers had caught up with increased orders for their products.

The policy of carrying minimum stocks without any reserve "is a dangerous practice," continued the statement, which follows:

"There is a condition existing today throughout business in this country that is worthy of close study and consideration. It is a condition which has steadily developed during the past three or four years as a result of the heavy inventory losses during 1920 and 1921. I refer to the universal policy of carrying small stocks, quick turnover, hand-to-mouth buying.

"This plan of doing business was first adopted by the retailers and jobbers, and later extended

to the manufacturers, and has today even reached to the producers of raw materials for manufacturing purposes.

"Manufacturers have regulated their production based upon the demand as it has been running, and are refraining from accumulating large stocks of finished products in their warehouses.

"An important factor which has facilitated and aided this policy of quick turnover is the improved service and quick deliveries which are being made by the railroads in the handling of freight. In many instances freight is being delivered within two or three days between points which formerly took ten days or two weeks.

"This policy has released an enormous amount of capital which has been reflected in the money market. This quick turn-over business policy has strengthened the financial position of all parties practicing it.

"It, therefore, seems to me that consideration should be given to the underlying basic principle of supply and demand. We find today that supply and demand are beautifully balanced, and that the machinery for manufacturing, distributing and selling is all working smoothly and there are no reserve stocks of merchandise or raw materials.

"Now one of two things must happen sooner or later. There will either be a less demand or a greater demand. If there should be a less demand, it will not seriously affect business conditions generally, as the manufacturers will quickly curtail their production as they have been doing in the past. If there should be a greater demand, the lack of any reserve stocks will be quickly felt; there will be delays in delivery which will stimulate demand on the part of both retailers and jobbers. Manufacturers will take advantage of the opportunity to advance prices. Higher prices and shortage of goods will again increase demand. It takes very little demand in excess of supply to cause an increase in prices.

"This condition may develop within the next thirty or sixty days if crop conditions continue favorable.

"If such a condition does arise, it will take the manufacturers from three to six months to catch up with the demand.

"In the meantime, prices will have advanced, and it will then be necessary to go through another period of readjustment.

"A temporary boom of this kind can best be avoided by a recognition on the part of all parties concerned that the carrying of minimum stocks without any reserve is a dangerous practice and that the best policy would be to carry at all times a fair or reasonable stock so that any temporary increased demand could be absorbed and taken care of without causing undue fluctuation in prices."

Printing Ink Firm Shows Rapid Growth

THE 25,000 ft. building occupied by the St. Louis branch of the Queen City Printing Ink Company of Cincinnati, at 102 Dock street, was recently acquired by that company, it is announced by H. F. Hafner, president of the Hafner Manufacturing Company, former owners of the property.

About a year ago the Queen City Printing Ink Company decided to open a branch office in St. Louis, leasing the present premises. So decided was the growth of their business that purchase of the property seemed necessary to meet the requirements of expansion. The company not only supplies local trade with its product but ships in large quantities to other markets from the local branch.

Exports to Mexico Show Increase

EXPORTS from the United States to Mexico increased from \$51,683,245 to \$63,71,669, or 23¼ per cent in the first five months of 1925, as contrasted to the same period in last year, according to a report received from Richard F. O'Toole, chief of the Latin-American Division of the Department of Washington.

Drawing attention to other increases, O'Toole asserts that "Latin America, as a billion-dollar market for American products by 1927, is not an inconceivable accomplishment."

"American trade with this region during the first five months of 1925 amounted to \$368,279,494, as against \$297,920,639 during the same period last year," his report continues. "This represents an increase of more than 26½ per cent, and a stepping up of monthly sales from \$59,584,127 to \$73,656,099.

"The continuance of our sales at that rate for the balance of this year will assure of a total for the year of approximately \$900,000,000, and it is likely the figures will be higher."

Detailed report in part follows: Shipments to South America proper advanced from \$121,514,216 to \$162,345,548, a gain of 33½ per cent; to the West Indies from \$99,951,587 to \$111,995,605, or 12 per cent; Central America from \$24,771,588 to \$30,277,672, or 22 per cent.

Missouri Building Gains 47 Per Cent Over 1924

BUILDING contracts awarded in Missouri during the first 6 months of 1925 amounted to \$98,374,300, according to the F. W. Dodge Corporation. This was an increase of 47 per cent over the first half of 1924. The half-year record has included the following important items: \$50,621,500 or 51 per cent of all construction, for residential building; \$17,217,300, or 18 per cent, for public works and utilities; \$13,661,500, or 14 per cent, for commercial buildings; \$5,712,900, or 6 per cent, for educational buildings, and \$2,936,500, or 3 per cent, for industrial buildings.

New construction in St. Louis during the past six months has amounted to \$37,329,800, with a 76 per cent increase over the first half of 1924. In Kansas City the total of new work for the first half of 1925 was \$29,827,100, the increase being 12 per cent.

June was the largest building month of the year to date in Missouri, with a contract total of \$22,650,700. This was a 21 per cent increase over May and a 188 per cent increase over June of last year.

Two Carloads of Steel Light Standards Shipped

The J. G. Doty Pump Company, Sixth and Clark, recently announced the shipment of two carloads of steel light standards to Florida. This is considered an unusual shipment because of the quantity involved. The firm is the only company in St. Louis manufacturing steel light standards.

Barnhart & Spindler Experience Good Business

Constant expansion of business is being experienced by Barnhart Bros. & Spindler, Third and Locust streets, who handle printing machinery and printing equipment, it is announced by Edward A. Tracy, manager of the St. Louis office. Mr. Tracy came to this city from the Chicago branch early in the year.

WEBSTER COLLEGE

for
Young Women
and Girls

The Ideal School for
Your Daughter or Ward

Empowered by the State
to Confer Degrees

FOR

Illustrated Prospectus of College
Address the Registrar

FOR

Illustrated Prospectus of Academy
Address the Directress

WEBSTER COLLEGE

Webster Groves - - Missouri

Bell Telephone, Webster 1465

Member of the North Central Association of Colleges



Mauran, Russell & Crowell
Architects

FEDERAL RESERVE BANK BUILDING
ST. LOUIS, MO.

Westlake Construction Co.
Builders

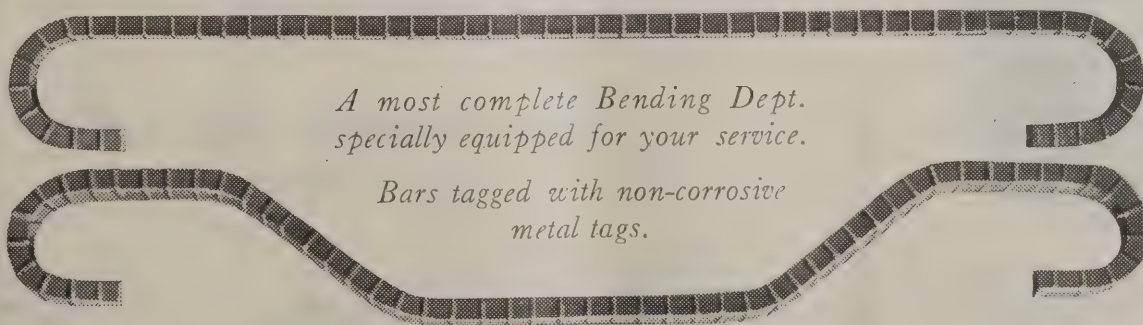
*The above building, a tribute to the City of St. Louis,
reinforced throughout with*

LACLEDE RAIL STEEL BARS

is the new home of the Eighth District Federal Reserve Bank

*Immediate Shipment
from Warehouse Stock*

*Prompt Shipment from
Mill Rolling*



*A most complete Bending Dept.
specially equipped for your service.*

*Bars tagged with non-corrosive
metal tags.*

LACLEDE STEEL CO.

Steel Works
Alton, Illinois
Madison, Illinois

General Office
Arcade Bldg.
St. Louis, Mo.

District Offices
Chicago, Ill. Detroit, Mich.
Kansas City, Mo.

Missouri Ruralist Discusses Chamber's Development Service Bureau

THE Missouri Ruralist, a farm magazine with extensive circulation in Missouri, comments in its current issue on the work of the Development Service Bureau of the Chamber of Commerce. After announcing the Ruralist will have a special "Howdy" tent at the State Fair at Sedalia, where George Catts of the Kansas City Chamber of Commerce will speak August 20 on "Team Work Between City and Country", the article continues as follows:

"Real team work is being carried on, the \$1,000 scrub bull replacement contest being one feature. And in Mr. Catts, an ex-county agent, the Kansas City Chamber has a real hustler who talks the language of farm folks.

"Just as good work is being done by the agricultural development bureau of the St. Louis Chamber of Commerce under Roy Rauschkolb. Assisting with prize money in cow testing associations, helping small towns organize for efficient rural co-operation, boosting the St. Louis territory continuously, Rauschkolb is doing work which we are glad to commend. He doesn't presume to "advise" farmers; in fact, Roy has sense enough to know they know a lot more about agricultural problems than he does. But through the Chamber of Commerce he lends a ready hand, financial and otherwise, when asked.

"The agricultural bureau is a child of F. W. A. Vesper, now a member of the state board of agriculture who for several years was president of the St. Louis Chamber of Commerce. Out at Vesper's Fredmar Farms not long ago

Palmer Clarkson, big business man and now president of the St. Louis Chamber, Paul Bunn, secretary, and Mr. Rauschkolb were guests at a meeting of Holstein breeders. In talking to the farm dairymen, Mr. Clarkson said this: 'We realize that the prosperity of our city is dependent upon agriculture. A survey shows that directly and indirectly 90 per cent of the business of St. Louis comes from its agricultural territory. If for no other reason than a selfish one we would be interested in the welfare of farmers. But we are sincerely interested in doing everything we can to help them. City and country are inter-dependent. Neither can live to itself alone. We must do team work for the betterment of each.'

"That is true. Citizens of the town and the country should dwell together in amity."

Ads Increase Collections

(Continued from Page 8)

The merchant who extends credit to you is in your position, exactly. He depends upon the payments you have promised to make. His rent and employees must be paid. His creditors demand money for merchandise. He wants to and can meet these obligations as long as you keep faith with him.

Paying down on a bill doesn't mean paying a bill; nor does paying only part of an agreed upon installment means filling your promise. Please consider the man who extends credit to you; and remember that his business depends upon your word.

The campaign was handled for the bureau by the John Ring, Jr., Advertising Agency, under supervision of A. J. Kruse, secretary of the bureau and K. F. Niemueller, secretary of the Associated Retailers.

The
WINKLE
TERRA COTTA
COMPANY
Architectural Terra Cotta



STANDARD, GLAZED
AND POLYCHROME

GARDEN FURNITURE

502 Century Building
ST. LOUIS, MO.

Owners of

Baldwin Made Pianos

will tell you of their Merits—

We sell more Baldwin made Pianos through our customer-friends than through any other source.

There's a reason—a reason that should prompt you to make your selection here.

The Baldwin Piano Co.

1111 OLIVE STREET



SHUBERT-JEFFERSON THEATRE

St. Louis' Leading Playhouse

MESSRS. LEE & J. J. SHUBERT, MANAGING DIRECTORS

GEORGE H. LIGHTON, RESIDENT MANAGER

June 26, 1925.

Mr. Charles B. Philibert,
People's Motorbus Advertising,
302 City Club Building,
St. Louis, Mo.

Dear Mr. Philibert:-

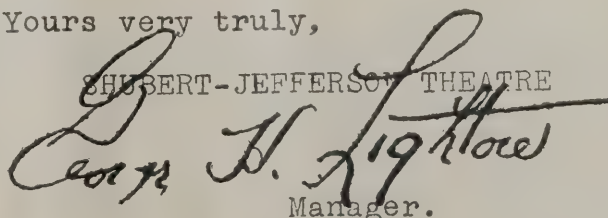
In sending you our check for the final week of Abie's Irish Rose, we wish to thank you for the co-operation you have given us, and we don't mind telling you that we feel that Motorbus Advertising was largely responsible for the record breaking run of this show.

No business is so dependent upon Advertising as the theatrical business. The consistent use of Motorbus Advertising by us during the past season is the best proof of what we think of it.

We assure you that the house of Shubert will continue to be strong boosters of Motorbus Advertising in the future.

Yours very truly,

SHUBERT-JEFFERSON THEATRE


Manager.

Editorials Praise St. Louis Municipal Advertising Campaign

EDITORIALS telling the good effects of the Municipal Advertising Campaign, conducted by the city administration, the Advertising Club and the Chamber of Commerce, were featured in recent issues of the *Drumwright*, Ok. "Derrick", and *Galveston*, Tex. "Herald". The "Derrick" editorial follows:

"Should a community advertise? You may not be convinced, but the members of the Chamber of Commerce of St. Louis are.

"St. Louis was one of the first cities in the country to try municipal advertising out of regularly collected tax funds. Last year a total of \$70,000 was spent in this manner. Most of it went for advertising space in national publications and in newspapers in New York City and in the trade territory of St. Louis. Space was used in the newspapers in 100 cities in nineteen states.

"Results? Well, inquiry answers to the ads came from England, Canada, India, Mexico, Brazil, New Zealand, Cuba, France and Hawaii, in addition to the many received from points in the United States."

"Tangible results? The report of the Municipal Advertising committee states that 51 new industries, in 10 different lines of business, were brought to the city. When the advertising was started five years ago, a survey then showed St. Louis needed factories in 16 more lines of business before it could be considered a well balanced industrial center. Today, ten of these 16 needed lines are represented."

The *Herald*, commenting on the campaign said:

"Summing up results of the expenditure of \$70,000 by St. Louis the past year for municipal advertising, those who sponsored it, and who furnished the money, found that it paid handsome dividends. The results of this advertising, according to the annual report of the St. Louis Municipal Advertising Campaign Committee, was manifest in bringing directly or indirectly, fifty-one new industries to St. Louis, and these industries represent ten different lines of business. The committee used 26 national magazines and 127 newspapers in the St. Louis trade territory, preceding the spring and fall buying seasons.

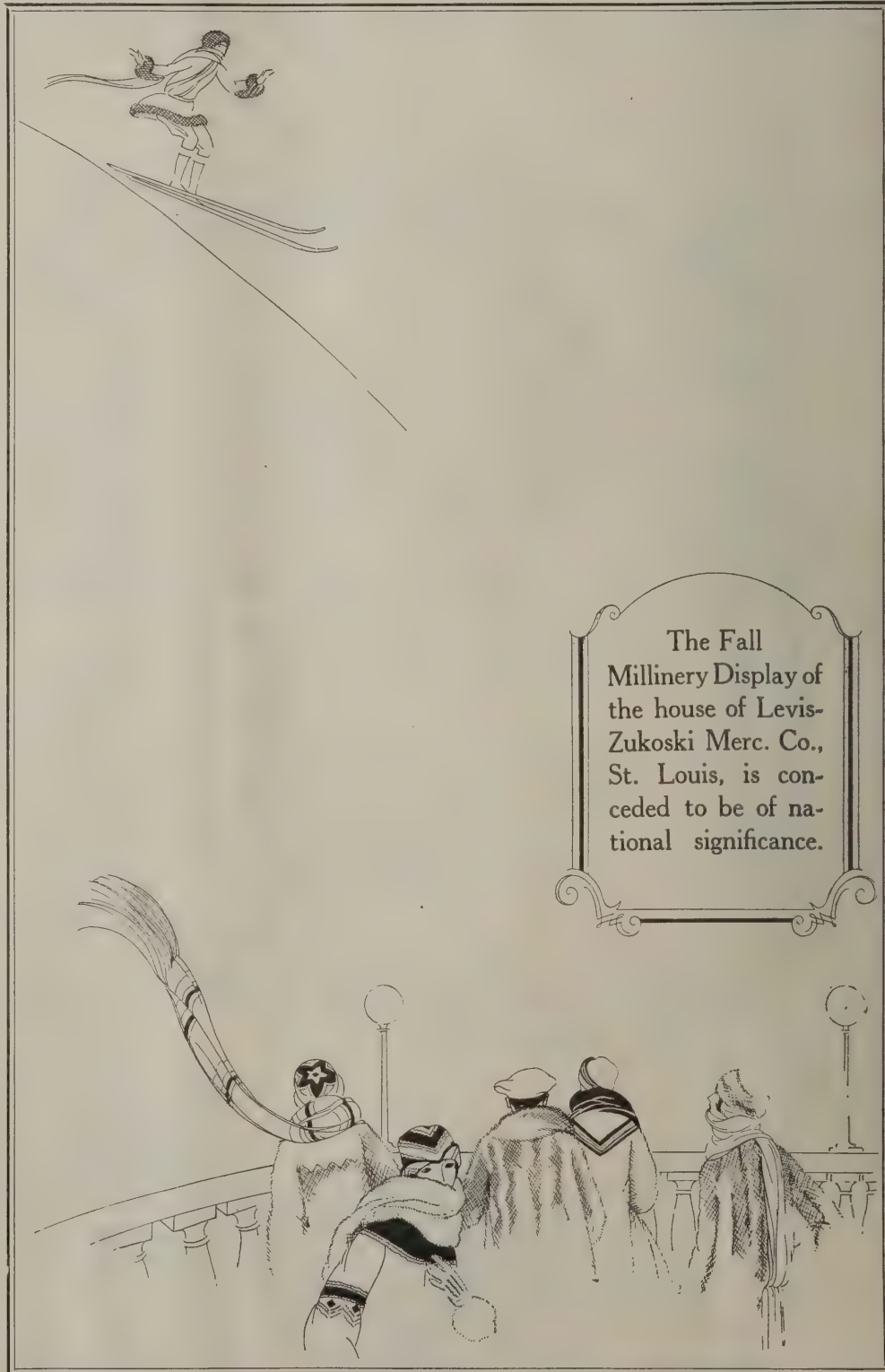
"And in speaking of the amount spent for such advertising President Clarkson of the Chamber of Commerce in encouraging St. Louisans to get behind the movement, told them that 'Los Angeles, Cal., is raising \$1,000,000, part to be used by the Chamber of Commerce and

part by the All-Year Club of Southern California. Portland, Ore., is raising \$300,000 for a two-year period. Denver, Colo., spent \$150,000 in 1924. Salt Lake City spent \$76,000 in 1924. Miami, Fla., spent \$146,000 last year. San Diego, Cal., will spend \$125,000 for 1925. San Francisco has raised \$400,000 for 1925 to be used in a national campaign. El Paso, Texas, spent \$152,000 in 1924. Cincinnati will spend \$500,000 in the next three-year period.'"

West Plains Chamber Celebrates Silver Jubilee

The West Plains Chamber of Commerce recently celebrated its silver jubilee with a banquet, when the speakers were Capt. Arch T. Hollenback, former chairman of the Missouri State Prison Board; Roy S. Rauschkolb, manager of the Development Service Bureau of the St. Louis Chamber of Commerce, and Anthony A. Buford, Secretary of the Missouri Ozarks Chamber of Commerce.

Plans for the development of Howell County in agriculture, horticulture, dairying and poultry raising were discussed.



The Fall
Millinery Display of
the house of Levis-
Zukoski Merc. Co.,
St. Louis, is con-
ceded to be of na-
tional significance.

Missouri Shows Increase in Iron Ore Production

Considerably less iron ore, pig iron, and ferro-alloys were produced and shipped in the United States in 1924 than in 1923, according to figures compiled by Hubert W. Davis, of the Bureau of Mines, and just made public by the Department of Commerce.

The iron ore mined in 1924 amounted to 54,267,419 gross tons, a decrease of 22 per cent as compared with 1923. Of the 20 States producing iron ore in 1924, only five—Alabama, Missouri, Ohio, Utah, and Washington—contributed more ore than in 1923. The shipments of iron ore in 1924 amounted to 52,083,375 gross tons, valued at \$151,307,105, a decrease in quantity of 25 per cent and in value of 37 per cent as compared with 1923. The average value per ton of iron ore at the mines in 1924 was \$2.91, which is 54 cents less than in 1923. The stocks of iron ore at the mines at the end of 1924 amounted to 12,410,619 gross tons, compared with 10,165,875 tons at the end of 1923, an increase of 22 per cent.

Savings Deposits Here Show Increase

SAVINGS bank deposits increased in both the St. Louis and Kansas City Federal Reserve districts during June.

Thirty-one banks in the St. Louis district on July 1 had deposits of \$143,883,000, against \$138,550,000 on the same date last year, and \$142,633,000 on June 1 of this year.

Fifty-three banks in the Kansas City district on July 1 had deposits of \$107,138,000, against \$104,857,000 on the same date last year, and \$106,331,000 on June 1 of this year.

Savings deposits reported by 902 banks distributed throughout the United States totaled \$7,977,617,000 on July 1, compared with \$7,853,724,000 on June 1, and \$7,450,005,000 on July 1, 1924.

Small increases occurred in all except the Philadelphia district, the greatest advance being in the Atlanta district. Ninety-three banks in the latter district had deposits of \$256,650,000 on July 1, against \$233,086,000 on the same date a year ago, and \$246,299,000 on June 1 this year.

Cytron Mortgage Company to Open New Building Soon

Formal opening of their new \$200,000 building at 110 North Ninth street, will take place September 1; it is announced by the Cytron Mortgage Company, Inc.

This company, whose principal business is dealing in loans on St. Louis improved real estate, was founded by Gustave Cytron of this city twenty years ago. The new building offers excellent facilities for the carrying on of the firm's improved service.

University Trip Around World To Be Made

WITH few exceptions, every State in the Union has furnished registrations for the university trip around the world, starting Oct. 3, under the auspices of New York University in co-operation with other universities and colleges. Next to New York, Missouri has more registrations so far than any other state. A group of students from St. Louis will make the cruise.

The steamship university is planned to include 450 American students with a faculty of 40 professors. More than 1200 instructors offered their services as members of the teaching staff. The following will be the officers of administration for the cruise: President,

Dr. Charles T. Thwing, president-emeritus, Western Reserve University; dean, Dr. James E. Lough of New York University; executive dean, Dr. Albert K. Heckel of the University of Missouri, and Dr. William Edwin Haigh of the British Medical unit, League of Nations, who will have charge of physical welfare. On the teaching staff, 25 universities and colleges are represented.

A feature of the eight months' cruise will be the issuance of a daily paper in co-operation with 50 newspapers from different states in the country. Students and faculty members will edit the "on board" editions with the home papers publishing facsimiles.

FALL
1925

OLIAN'S DRESSES

Heralding the New Fall Modes

Frocks—Ensembles—Costumes

and Street Dresses.

Your choice from among our 500 exclusive models is backed by that feeling of certainty which only a house of our leadership and ability can provide in meeting your every dress requirement, for

\$10.75 to \$45.00

American Retailers' Association,

Welcome to our House.

OLIAN DRESS COMPANY

1105 Washington Avenue

ST. LOUIS, MO.

MEMBER CHAMBER OF COMMERCE AND A. R. ASS'N.



Artificial Flowers
For Decorative Purposes

Merchants and Display
Men can get ideas
for windows and interior-
displays at our show
rooms—Your Inspection is
invited while in the Market

Grimm Lambach

905 & 907
Washington
St. Louis

Largest
in the
Southwest

Missouri National Guard in Camp at Nevada, Mo.

APPROXIMATELY 400 officers and enlisted men of the 138th Infantry and the 110th Observation Squadron, St. Louis National Guard organizations, departed by airplane and train Aug. 1 for the annual two weeks' encampment at Camp Clark, Nevada, Mo.

The encampment is the second in which the air squadron has participated and the fourth to which units of the 138th Infantry have been sent since the regiment was reorganized after the world war. For many of the members of both organizations the encampment constitutes their first field experience. This is especially true of the personnel of the 138th Infantry, and the course of instruction to be followed will be basic, Col. Auswell E. Deitsch, commanding the regiment, announces. Advanced tactical problems will be undertaken by the officers, however.

The eight planes of the 110th Squadron were flown to Nevada from Lambert-St. Louis Field.

It has been necessary to consolidate the eight line companies of the 138th Regiment into four companies in order to meet the required encampment regulations of 60 per cent. of the authorized enlisted strength for each company reporting at camp. The companies making the trip will be B, C, D and H, the Howitzer Company and Battalion and Regimental Headquarters companies, in addition to the Medical Detachment, which will precede the main group by a day.

The St. Louis Guardsmen will be joined at Nevada by other National Guard units from throughout the State, exclusive of artillery units, which are at present in training at Fort Riley, Kan. The training schedule includes in addition to fundamental instruction, field problems and terrain exercise in which the air squadron will participate. Three days of the second week will be spent on the rifle range and the encampment will close with a review by Adjutant-General Rumbold.

St. Louis Exhibits Wanted for Fair

O. L. WILLIAMS, secretary-manager of the International Industrial Association and Permanent International Industrial Museum at Donna, Tex., has been in the city for several days in conference with the Chamber of Commerce, Federal Trade Club and the Manufacturers' Association, in an effort to bring about an exhibit of St. Louis manufacturers in the exposition.

The purpose of the exposition is to establish a permanent event, housing, displaying and demonstrating the raw and finished products of the Latin-American countries and the manufactured products of America, to encourage industrial development by linking up the organization and finance of the country with the many and varied undeveloped resources of that section of the Western Continent.

Donna, called "Exposition City", is located in the center of the Rio Grande Valley, about ten miles from the Mexican border. International fairs will be held here every February and the Permanent International Industrial Museum will be open free of charge to the public every day in the year, except on exposition dates, when a nominal admission fee will be charged at the gates of Exposition City.

The exposition association has agreed to give St. Louis 15,000 square feet of floor space free of cost for ten years for housing, displaying and demonstrating the products of the St. Louis industrial district.

Mr. Williams announced that he was anxious to secure representations of firms which manufacture agricultural implements, electrical appliances, road building machinery, builders' hardware, farming implements, auto accessories, steel and wire fences, plate and wire glass, heating and cooking devices, store and office fixtures and paints and varnish.

He is making his headquarters at the Chamber of Commerce and can be reached by calling J. A. Troy, Assistant General Secretary.


Missouri Building 135 New Bridges

ONE hundred thirty-five contracts for bridges in Missouri were awarded by the Missouri State Highway Department from January 31 to July 24. Work on the structures, located throughout the state, has either been completed or is under way, L. J. Sverdrup, State Bridge Engineer, announced today.

One hundred and four of the bridges are cement, 17 steel and 14 a combination of cement and steel. The contract cost of the structures totaled \$823,978.25. The total length is 7,267 feet or 1.38 miles.

"Since 1922 Missouri has outdistanced all other states of the Union in the construction of bridges," said Engineer Sverdrup, "the bridge program took impetus in 1918, and since that time fast progress has been made."




 Welcome to
 St. Louis the
 members of the
 American Retailers'
 Association and extend
 to them a cordial invita-
 tion to inspect our com-
 plete lines at our sales
 room, 1204 Washington
 Avenue.

**Bettmann-Kleinhauser
Clothing Company**

SAINT LOUIS

Union-Easton Trust Company Recently Organized

The Union-Easton Trust Company, organized with a view to serving the Union-Easton neighborhood with financial service, recently opened its offices at 5325 Easton avenue.

The company possesses commercial, savings, trust, real estate, investment and safe deposit departments and has a representative board of directors and advisory board. The officers of the new company are: President, Arthur F. C. Blase; Vice-President, Wm. A. Koeneman; Real Estate Officer, Oliver Blase; Treasurer, Geo. G. Mudge; Asst. Treasurer, Richard Thomas.

Sales Convention Held by St. Louis Firm

The Kleen Heet Sales Company held its convention at the Melborne Hotel Roof Garden recently. Eastern Missouri and Southern Illinois Dealers, and various affiliated interests were present. In the morning an informal session was held, with a luncheon and cabaret at the noon hour. Addresses were made during the course of the meal by prominent members of the organization.

Financial Advertisers Meet In October

A number of St. Louisans are expected to attend the tenth annual convention of the Financial Advertisers' Association at Columbus, Ohio, October 14 to 16, when several nationally known financiers will deliver addresses. The topics will include "How the Commercial Bank Serves the Community", and "Why I Picked a Certain Particular Bank to Handle My Banking Business". An elaborate entertainment program has been arranged, including the football game between Columbia University and the Ohio State University.

DRESSES

VISIT OUR SHOWROOM

and see a line of dresses that sell because they are practical, wearable styles; full cut from substantial recognized materials; backed by a reputation for dependability and effort of service that means much to the merchant who cannot come into the market every time he wants to buy.

Years of successful service to others will mean as much to you.

HIRSHFIELD SKIRT CO.
905 Washington Ave., St. Louis, Mo.

\$4,000,000 Apartment to Replace Buckingham Hotel

IN A transaction involving approximately \$1,500,000, the Buckingham Hotel and Annex at Kingshighway and West Pine boulevards became the property yesterday of the Delham Realty Company, of which Lewis E. Balson is president.

Miss Blanche Hitzman represented the purchaser. She heads the Hitzman Realty Company, with offices in the Buder Building. The hotel company is headed by Oreon E. Scott of the Oreon E. & R. G. Scott Realty Company.

The hotel and its annex, across West Pine boulevard on Kingshighway, is said to be the largest unincumbered real estate holding in St. Louis.

The new purchaser, it is understood, plans to wreck the Buckingham and erect a 1000-room apartment building costing between \$4,000,000 and \$5,000,000. Miss Hitzman, besides negotiating the sale of the property, recently made a trip East to arrange with a builder to handle the construction work.

The Millinery You Need is in this Range of Prices!

Rosenthal-Sloan is a millinery institution where you can always find thousands of hats in the style of the hour. In the great departments of this house you'll see smart ready-to-wear hats of felt and velour, popularly-priced; the famous imported Amhats; fast-selling Rose Marie and Rose Sloan trimmed hats at \$2.50 and \$3.00; an exceptionally fine line at \$4.50; and the renowned Gold Medal Hats—the very best in tailored and pattern hats—priced from \$5.00 to \$18.00.

Be sure to visit us while in St. Louis. You'll find a real welcome; and Millinery that will help you do more business upon your return home.



Rose Marie
\$ **2.50**
Trimmed Hats

Rose Sloan
\$ **3.00**
Trimmed Hats

The \$ **4.50**
a better trimmed Hat

Gold Medal Hats
\$ **5.00 to 18.00**
Tailored and Pattern Hats

ROSENTHAL-SLOAN MILLINERY CO. St. Louis

VISITORS to our store-room have been surprised at the variety and extent of our Stocks; it was suggested that we publish a brief synopsis for the information of Buyers—hence the following. We cannot include in a list such as this *everything* that we carry; your inquiry or a visit to our store only can convince you that we have what you are looking for in Laces, Trimmings and Handkerchiefs.

Laces—

Every popular variety, from staples through to the last word in up-to-the-minute Importations.

Vals, Fancy Cotton, Net-tops,
Venises, Metal Laces, Art Silks,
Silk Laces, Chantillys,
Torchons, Clunys, Fancy-work Laces,
Silk Nets, Cotton Nets,
Chinese Laces.

We are Specialists and Direct Importers

Trimmings—

Novelty Fur Trimmings, Fur Bands,
Fancy Dress and Novelty Braids,
Embroidered Bands and Nets,
Military Braids, Flat Braids,
Soutache, Middy Braids, Cords,
Beaded Bands, Braids, Motifs, Tassels,
Fringes, Tassels, Rosebud Trimming.

We are Specialists and Direct Importers

Handkerchiefs—

For Ladies: A complete line from plain staples to handmade goods:

Cottons, Voiles, Linens, Crepes,
Pongees, Plain, Embroidered, Lace
Edged, White, Grey, Color,
Color-Cloth, Color Woven, and
Novelty Cloths.

In fact, all of the latest ideas. WE SPECIALIZE IN IMPORTED NOVELTIES. Our ranges at \$2.12½ and \$4.25 are unbeaten.

Holiday Fancy Boxed Handkerchiefs

Out of the ordinary

We are Specialists and Direct Importers

For Men:

Plain Cottons and Imported Linens,
Novelty Color-woven Borders,
Irish Hand-block Prints,
Jap Silks, Crepes, Pongees, Art
Silks, Initial Handkerchiefs.

We are Specialists and Direct Importers

For Boys:

Plain Whites, Color-woven Borders
and Novelty Prints.

For Children:

Cute Little Embroidered Hankies,
White, Color-cloth, Prints, etc.

For Wanted Merchandise, See Morris First

Morrisse Lace & Embroidery *Co.*

1627 Washington Ave.

ST. LOUIS, MO.

Five State Parks, Acquired Recently, Now Open

FIVE of the seven State parks purchased at a cost of \$174,000 from funds appropriated by the Legislature in 1925, from the State Game and Fish Fund, now are open to sportsmen and the public.

Six of the chain of State parks are located in the Southern Missouri Ozark region, and are adjacent to some of the largest springs in the State, as well as Ozark streams that are well stocked with fish. Only one of the parks, the Mark Twain Park, is located north of the Missouri River. It is in Monroe County, near Florida, Mo., and marks the former home of Samuel Clemens, (Mark Twain), noted Missouri humorist.

A descriptive pamphlet of the State park system is being prepared by State Game and Fish Commissioner McCause, for distribution in Missouri and other States.

Funds for purchase of the State parks are obtained by setting aside one-fourth of the amount annually paid to the State for hunting and fishing licenses. The remainder goes toward support of the Game and Fish Department.

One of the principal purposes in establishment of the State park system, aside from providing public recreation tracts, was development of wild game and bird refuges and public hunting grounds.

The State parks now open are Alley Spring, and Round Spring, in Shannon County; Bennett Spring in Laclede County; Mark Twain, Monroe County; and Big Spring, in Carter County. The parks not now open are the Ellington tract in Reynolds County, and the Salem tract, in Dent County.

Bennett Spring Park is 12 miles west of Lebanon, Mo., and may be reached from State Highway No. 14. The park is 574 acres in extent, and includes the village of Brice, which was purchased by the State in acquiring the park.

The average daily flow of Bennett Spring is estimated at 63,000,000 gallons of water. The water flows into the Niangua River, about one mile from the spring. A fish hatchery is maintained at the spring, for propagation of rainbow trout. About 25,000 rainbow trout are being placed in the spring branch this year, to make their way into the Niangua. Good camping grounds are near the spring.

The Round Spring Park, 12 miles north of Eminence, on State Highway No. 19, comprises 76 acres of land. The park is on the bank of the Current River. Round Spring has an average daily flow of 5,000,000 gallons of water, which finds an outlet in Current River. The spring flows up through a fissure in a rock formation, into a large bowl, the rock sides of which are about 30 feet in height.

Alley Spring, also in Shannon County, is 16 miles north of Birch Tree, Mo., and may be reached from State Highway No. 16. It is 427 acres in extent. The spring, flowing an average of 55,000,000 gallons a day, issues from the base of a rock cliff, and forms a lake of considerable size. The lake empties over an old mill dam and flows thence for about a mile to Jack's Fork, an Ozark stream. Trout fishing abounds in the lake.

The spring from which Big Spring Park takes its name is one of the largest springs in the State. It is located five miles south of Van Buren, in Carter County. Van Buren is on State Highway No. 16. The park about the spring contains 4200 acres of land, much of it heavily wooded.

Big Spring has an estimated average flow of 223,000,000 gallons of water a day, the spring rising at the base of a limestone cliff. It flows into Current River, about 200 yards away. The river forms one of the boundaries of the park.

A portion of Big Spring Park has been set aside for a game refuge. It is being stocked with wild turkeys, and pheasants will be added to the game preserve. Deer also are being raised on the preserve. No hunting will be permitted there this year, but the game preserve will be opened to hunters later.

Mark Twain State Park is on the bluffs overlooking Salt River, on the outskirts of Florida, Mo. The park surrounding the Clemens homestead is about 100 acres in extent, and annually is visited by many tourists.

The Ellington tract in Reynolds County, purchased last December, is about two miles from Ellington, Mo. The tract has not been opened to the public and has not been formally named. It includes 5000 acres.

A wild game refuge has been established on the tract and is being stocked with wild turkey. The game department plans to establish a ranch there for raising white-tail deer. No hunting will be permitted on the park this year.

The department also plans to establish a deer ranch on the Salem park, in Dent County, which is not now open to the public. This tract is the largest of the State park sites, being made up of 12,000 acres of land about 12 miles north of Salem, Mo., which is reached by State Highway No. 19. The site formerly was known as the Lenox tract.

A heavily wooded tract of 2500 acres in the interior of the park has been set aside as a wild game refuge and hunters will not be permitted to enter that part of the park. The entire park will be closed to hunters until December, when it will be opened, with the exception of the game refuge, for wild turkey hunting.

Junior Chamber Issues Semi-Annual Report

IN A recent report submitted to the Board of Directors of the Chamber by Theodore Fleming, president of the Junior Chamber of Commerce, that organization's activities for the quarter ending July 1st are given.

The Junior Chamber Civic Division, of which Norman E. Dewes is chairman, report the following committees as functioning:

Zoning Committee, John Nies, Chairman; Weed Committee, Marshall Holmes, Chairman; Civic Speakers Bureau, D. Hayes McLaughlin; Military Committee, Paul Hale, Chairman; Welfare Committee, John Armbruster, Chairman; Historical Sites Committee, George Wilmering, Chairman; Civic Complaints Bureau, Omar Storey, Chairman.

Civic tours were made through the City Jail, House of Detention and Bellefontaine Farms. Industrial tours of the Commonwealth Steel Company and the Cahokia Plant of the Union Electric Light & Power Company, these tours being in charge of Mat Elliott and Armand Brasse.

Carrying out its educational purpose meetings of the Business Divisions and Public Speaking classes were held regularly until May 1st. These groups will resume activity early in the fall.

General meetings were held regularly during the quarter, being addressed by Walter Diehm, Edw. Eichelberger of the U. S. Dept. of Commerce, Karl F. Wettstone, President, University of Dubuque, Judge Chas. W. Holtcamp, Roy James of the St. Louis Star and J. L. Bischof.

The St. Louis Junior Chamber had one of the largest delegations in attendance at the U. S. Junior Chamber of Commerce convention held in Tulsa, Okla., June 25-26-27. Several members of the local body were prominent in the conduct of the convention's program.

Membership Workers Get Curlee Clothes Prizes



C. Z. Lynch Wearing Curlee Prize Suit

THE Curlee Clothing Company, Tenth street and Washington avenue, gave two prizes for the best records made by individual workers in the recent membership campaign of the Chamber of Commerce.

C. Z. Lynch, Vice-Chairman of the Chamber's Membership Committee, was given one of the prizes—a suit of clothes which he wears in the photograph above, and Charles A. Pearson, former Chairman of the Committee, won a topcoat, also given by the Curlee firm.

Ludlow-Saylor Ads Stress Central Location of St. Louis

The Ludlow-Saylor Wire Company recently ran a series of ads in trade publications calling attention to the fact that the package car delivery out of St. Louis puts the firm "nearest to your needs".

In each of the advertisements a map compiled by the Traffic Bureau of the Chamber was run showing the time required for package car delivery from St. Louis. Because of its location in St. Louis and its advantages in shipping its product, the Ludlow-Saylor service is the "most accessible wire cloth service" the advertisements state. The ads received a great number of favorable comments.

Z The Cash Value of DECORATIVE NOVELTIES

Artificial flowers and decorative novelties give your store and your merchandise a tone and prestige hard to obtain in any other way—certainly not at so slight a cost.

They will change a drab, uninteresting window into an attractive, attention arresting, business compelling display.

Visitors to the Style Show are cordially invited to our show rooms at 1617 Washington Avenue. The years of experience we have had in the art of decoration have borne fruit here in a selection of superb effects which will lift any window out of the ordinary.

The Walter E. Zemitzsch Co.

"The House of Practical Ideas"

1617 Washington Avenue

Saint Louis

Z

BILLIKEN—



*The Wonder Shoe of the
Twentieth Century*

*The Shoe the Child
Outgrows*

*Sold by
A Leading Retailer in Every City*

Made only by
McELROY-SLOAN SHOE COMPANY
ST. LOUIS

In dealing with advertisers, please mention "Greater St. Louis".

Merchants Here For Convention

(Continued from Page 6)

Miss.; W. V. Nelson, Vice-President, Sterling Dry Goods Company, Mason City, Iowa; Mose Newburger, Jasper, Ala.; George A. Roth, George A. Roth and Company, Booneville, Ind.; Solomon Weiller, Weiller and Benjamin, Albuquerque, New Mex.; John C. Ziegler, Louisiana Central Lumber Company, Clarks, La.

For two-year term—L. G. Boone, President, Boone & Sons, Elkton, Ky.; C. H. Burnett, President, C. P. Burnett & Sons Company, Eldorado, Ills.; J. D. Curreathers, Mangum, Okla.; W. L. Shelton, President, Covington Supply Company, Covington, Tenn.; Albert Willmann, Willmann & Son, Hannibal, Mo.; J. H. Geagan, Atlantic Coast Lumber Corporation, Georgetown, S. C.; F. W. Morissette, Morissette Company, Winston Salem, N. C.; P. Feingold, Schine & Feingold, Albany, Ga.; I. B. Krentzman, Bates-Krentzman Dry Goods Company, Milton, Fla.; Joseph Weisberg, Longmont, Colo.; H. M. Russell, H. M. Russell Company, Pilot Point, Texas.

Following this meeting, the newly elected Board of Directors will meet for the purpose of selecting officers for the ensuing year.

Beginning Tuesday evening, August 4, the Fashion Pageant, which has become famous throughout the United States, not only for the remarkable display of styles offered, but also because of the beauty of presentation as well as the delightful entertainment interspersed with the demonstration of styles by live models, will be held at the Garden Theater on Olive Street Road.

The Garden Theater is St. Louis' recently completed open-air theater, and was built especially for the Style Shows of St. Louis.

In addition to the special entertainment outlined above, during the Convention Week, members, if they so desire, may witness the National League baseball game: Cardinals vs. New York on August 3 and 4; Cardinals vs. Boston on August 5-6-7-8; Cardinals vs. Philadelphia on August 9 and 10, which will be held at Sportsman's Park.

Full information in regard to all events of the convention, beginning August 3, may be obtained at the registration desk, ground floor, Statler Hotel.

The officers of the Association whose terms expire and who have served during the past two years are: L. G. Boone, President; C. H. Burnett, J. D. Curreathers, R. T. Harville, A. A. Kuhne, W. L. Shelton and John C. Ziegler, Vice-Presidents.

St. Louis Firm Runs Ads on City's Growth

ADVERTISEMENTS recently published in the Courier-Journal, Louisville, Ky., by Wagner-Grant-Bell, St. Louis real estate dealers, call attention to the development of St. Louis.

Excerpts from the advertisements follow:

"Come To St. Louis

"One Billion Two Hundred and Fifty Million Dollars already planned for building during the next eight years. This means employment for thousands of men. St. Louis is located in the center of the United States, which offers wonderful advantages for manufacturers in all lines. St. Louis is fast becoming the steel center. It already leads in shoe, candy, millinery, etc., manufacturing.

"Investors will make big money by coming to St. Louis at once and getting in on the ground floor."

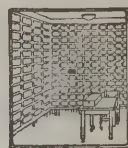
Office Space For Rent

2000 feet of desirable space in the Chamber of Commerce Building, 511 Locust Street.

Details will be supplied upon request by James A. Troy, Assistant General Secretary, Room 708, Chamber of Commerce; Phone, Central 7565



"Over ninety percent of our work is the result of carelessness" ~ Says the Fireman



Our Safe Deposit Equipment is an invaluable protection, against fire and theft, for important papers and valuables that can not be replaced. It pays to eliminate risk.

"Safe Deposit Your Valuables"

LIBERTY CENTRAL
TRUST COMPANY
MEMBER FEDERAL RESERVE SYSTEM
MEMBER SAINT LOUIS CLEARING HOUSE ASSN
BROADWAY AND OLIVE

Growth of A. R. A.

(Continued from Page 7)

at nearly 4,000, and it is constantly on the increase.

Since its organization four very successful conventions have been held at which effort has been spared to present the delegates with highly entertaining educational as well as attractive entertainment features.

The organization regrets the departure of T. C. Campbell of Abilene, Texas, one of the charter members of the organization from the retail business. He is the only one of the original founders who has departed from the ranks.

Some of the reasons why every retailer should become a member of the American Retailers' Association are:

1. To enable him to attend the market events the association will arrange. For such conferences and conventions Railroads will allow not only the member, but his officers, department heads and buyers, as well as the dependent members of his family, fare and one half round trip rates to St. Louis from any section of the United States. These Conventions will be arranged at such times when there are specially attractive events in St. Louis, such as the Style Show, Municipal Opera, Move More Merchandise Conference, Veiled Prophet, etc.

2. To enable him to receive prompt service on a shipment of his goods; that is, if a carload of goods a member has ordered is caught in congestion, the American Retailers' Association will see to it that it is moved promptly.

3. To enable him, without any delay, to find the source of supply for a particular article he may be in the market for.

4. To receive periodically the magazine published under the auspices of the association, containing merchandising articles and informative stories about the local market. This magazine alone costs more than \$2.00 per member a year to publish. The \$2.00 dues per year the member pays brings this magazine to him without additional cost.

The original Board members of the organization are: L. G. Boone, President, Boone and Sons, Elkton, Kentucky; R. T. Harville, Secretary, E. H. Conner Mercantile Company, Augusta, Arkansas; C. H. Burnett, President, C. P. Burnett & Sons Company, Eldorado, Illinois; A. A. Kuhne, Kuhne Brothers Mercantile Company, Troy, Missouri; J. D. Curreathers, Mangum, Oklahoma; W. L. Shelton, President, Covington Supply Company, Covington, Tennessee, and T. C. Campbell, Campbell's Incorporated, Abilene, Texas. With the exception of T. C. Campbell all of these gentlemen are still members of the Board of Directors. In addition to these Board members, the following are also on the Board of Directors: Frank R. Becker, Diers Brothers Company, Scottsbluff, Nebraska; M. H. Forester, Forester Dry Goods Company, Ottawa, Kansas; Sam P. McRae, S. P. McRae Department Store, Jackson, Mississippi; W. V. Nelson, Vice-Pres., Sterling Dry Goods Company, Mason City, Iowa; Mose Newburger, Jasper, Alabama; George A. Roth, George J. Roth and Company, Booneville, Indiana; Solomon Weiller, Weiller and Benjamin, Albuquerque, New Mexico; John C. Ziegler, Louisiana Central Lumber Company, Clarks, Louisiana.

P. M. Fahrendorf Enters Real Estate Business in Florida

P. M. Fahrendorf, Secretary of the Fisher-Brown Advertising Agency, has resigned his position to enter the real estate business at Fort Lauderdale, Fla.

Since having visited Florida and announced his intention of locating permanently, many friends and acquaintances have asked him to take care of their interests in property they own.

Until August 25 he will be in St. Louis at 1627 Locust street.

W. M. LEDBETTER
P. E. BURTON

"We Serve Your Needs"

M. B. MARSHALL
W. R. JACKSON

LEDBETTER, BURTON & MARSHALL

Public Relations Counselors

PUBLICITY
ADVERTISING

FINANCIAL CAMPAIGNS
ORGANIZATION WORK

Campaign Directors for Hospitals,
Commercial Organizations, Schools,
Churches and other social agencies.

MEMBERS—ST. LOUIS CHAMBER OF COMMERCE

1508 Federal Commerce Trust Bldg.,
Broadway and Pine Street

St. Louis, Mo., Tel.—Olive 1684



Real Economy

FAILURE to recognize difference in quality in gasolines is responsible for much unnecessary fuel expense.

Gasoline is an item of such importance in delivery costs that it behooves the business man to buy it

with a very definite understanding of what he is getting.

To the executive who has critically examined his motor fuel costs and questioned whether the most economical results were being obtained, we recommend

RED CROWN

GASOLINE

Real motor fuel economy is to be had by using Red Crown. This gasoline is made to give the highest degree of efficiency in the modern internal combustion engine. It is characterized by the perfection of its chain of boiling point fractions. This means that Red Crown "punch" is sustained behind the piston throughout the full length of the stroke. The gaso-

line burns clean. Combustion of every drop takes place. There is no waste—no lost power. This is why Red Crown users find it goes farther. They invariably get more mileage—more power.

If you are not using Red Crown now, put it to a test. You will find the results interesting. They will give you an excellent idea of real gasoline economy.

STANDARD OIL COMPANY

(INDIANA)

915 Olive St.

St. Louis, Mo.

Department of Commerce Reviews June Business

BASED on statistics just compiled, the U. S. Department of Commerce in a statement being sent out at present, has the following to say about business conditions during June:

"The downward tendency in the productive activity of the iron and steel industry continued through June, but pig iron and steel-ingot production and unfilled steel orders at the end of the month were each larger than their respective totals of a year earlier. Copper production was larger than in either the preceding month or a year ago, while shipments of cement from the mills showed corresponding increases over both these comparative periods. Production of anthracite coal, though smaller than in May, was larger than in June, 1924, while bituminous coal production in June was larger than in either the previous month or a year ago. Consumption of cotton by textile mills was smaller than in May but larger than in June, 1924, while building contracts awarded for new construction, after allowance for normal seasonal influences, were larger than in either May or a year ago. Shipments of locomotives were larger than in May but smaller than in June, 1924, while unfilled orders on the books of the principal manufacturers at the end of June were smaller than at either the end of the previous month or a year ago. New equipment orders showed larger placements for passenger cars than in May, but for freight cars and locomotives a decline was noted, each of these latter items, however, being larger than in June, 1924. Deliveries of silk and tin to consuming establishments and sugar meltings were each larger than in May and a year ago, while zinc production, though smaller than in May, was considerably above June, 1924.

"Bank debits, after allowance for seasonal variations, were larger than in either May or a year ago, while car loadings were considerably larger than in June, 1924, this general increase being due to larger loadings of forest products, ore, and miscellaneous merchandise. Sales by mail-order houses were larger than in either the previous month or a year ago, while ten-cent chain store sales, though smaller than in May, were larger than in June, 1924. Postal receipts, imports, and exports were each smaller than in May and larger than in June, 1924. Wholesale prices were higher, on the average, than in May, while defaulted liabilities of failing business firms were smaller. Retail food prices averaged higher than in either the previous months or a year ago.

"Loans and discounts of federal reserve member banks continued to mount, while a tightening tendency in money rates, both on call loans and commercial paper, was exhibited. The prices of stocks, both industrial and railroad, averaged higher than in either the previous month or a year ago, while the federal reserve ratio, though showing no change from the previous month, was below that of June, 1924."

Eagle Packet Company Operating Four River Steamers

The Eagle Packet Company recently issued a circular outlining river trips available under its summer vacation schedule. This company operates four steamers on the river, the Piasa, Cape Girardeau, Golden Eagle and Bald Eagle.

June Building Permits Gain in 210 Cities

JUNE building permits in 210 representative cities amounted to \$351,733,981, according to the reports of the 210 building departments to F. W. Dodge Corporation. This total was a little over that for May and was an increase of 30 per cent over June of last year. During the first half of this year the gain over the corresponding period of last year has been 8 per cent.

Since the five boroughs of New York City account for more than a third of the building total for all the cities, it is well to consider them separately. New York City has during the past six months shown a decrease of 15 per cent from the corresponding period of 1924. The remaining cities have shown a combined increase of 18 per cent. In June there were 142 cities which showed increased permit valuations over June, 1924, and 67 cities with decreased permit valuations.

New York, Atlanta, New Orleans, Buffalo, Baltimore and Milwaukee are somewhat behind last year's record. Chicago, St. Louis, Kansas City, Philadelphia and Pittsburg all show very considerable gains.

The following cities had June permits amounting to more than \$1,000,000 and gains of more than 20 per cent over June of last year; Birmingham, Berkeley (Cal.), Sacramento, Denver, New Haven, Washington (D. C.), Lakeland (Fla.), Miami, Tampa, Evanston, Fort Wayne, Louisville, St. Paul, Omaha, Atlantic City, East Orange (N. J.), Jersey City, Newark, Schenectady, Akron, Cincinnati, Columbus, Dayton, Tulsa, Portland (Ore.), Erie, Harrisburg, McKeesport, Chattanooga, Memphis, Fort Worth, Houston and Richmond, (Va.).



Gas is clean, safe, reliable, always ready.
Eliminates dirt, soot, smoke, ashes.
Increases output, improves quality.
You pay only for heat used.
You pay after you use it.

"The Laclede sells gas cheaper than any other American Company making all its own gas."

GAS, the scientific fuel, is the only fuel that meets the new needs of industry. In heat-treating metals and materials, in practically every major heating process, gas increases production and improves quality of product.

Gas is all heat, refined, regulated, concentrated; ready at the turn of a valve; intense or slow, as you want it; always under control; adjustable to every heat curve.

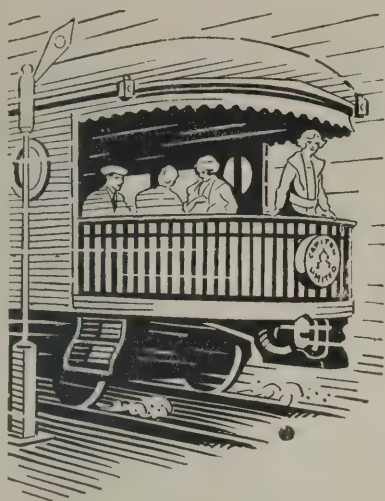
Mr. Production Manager: Think of a 75% increase in the output of a furnace converted to gas use! Of a japanning oven wherein gas bakes the product in 2½ hours as against a steam bake of 4 or 5 hours! Let us give you details.

On request, by 'phone, mail or personal call, one of our engineers will gladly confer with you on the subject of gas fuel for your plant. Let us hear from you.

Industrial Department

The Laclede Gas Light Company

Central 3800 - - - - - Olive at Eleventh, St. Louis



Trained Travelers Select the **CAPITOL LIMITED**

**[for Comfortable Trips
to Illinois Points]**

There is no smoke nor cinders to mar the comfort of the journey when it's taken via this modern electric railway.

It's a cool, clean ride in easy parlor chairs or on a breezy observation platform from

St. Louis to Springfield, Peoria and Central Illinois Points.

A la Carte Buffet

One of the many conveniences that appeals to the Traction traveler on this de luxe electric train is the excellence of the buffet where luncheon to fit the taste of the passenger is served at all hours.

Club smoking section, library table, electric fans also for your comfort and enjoyment.



**Parlor Car Seats Reserved on the CAPITOL LIMITED
—But No Surcharge.**

New Schedule—Effective Aug. 23

Lv. St. Louis.....	4:00 pm.
Ar. Springfield.....	7:22 pm.
Ar. Peoria.....	9:40 pm.
Lv. Peoria.....	4:00 pm.
Ar. Springfield.....	6:12 pm.
Ar. St. Louis.....	9:30 pm.

Phone Tyler 2800 for reservations on the **CAPITOL LIMITED**—or on **THE OWL**, sleeping car train to Springfield and Peoria; and **THE ILLINI**, sleeping car train to Champaign.

Illinois Traction System

City Station—12th St. and Lucas Avenue



Scenes From St. Louis Style Show



4 daily trains to Chicago

9:00 A.M. 12:15 P.M. 9:30 P.M. 11:48 P.M.
All-Steel Equipment

CHICAGO SPECIAL—Lv. 9:00 a. m.—

Ar. Chicago 4:35 p. m. Parlor car, dining car, free reclining chair cars and coaches. Through sleeping car to Northern Michigan Resorts.

DAYLIGHT SPECIAL—Lv. 12:15 p. m.—

6½ hours to Chicago, arrive 6:45 p. m. Drawing room and observation parlor cars, dining car, free reclining chair cars and the famous *Library Lounge* car, providing the only exclusive ladies' lounge as well as men's club facilities on any day train between these points.

CHICAGO EXPRESS—Lv. 9:30 p. m.—

Ar. Chicago 7:43 a. m. Sleeping cars and free reclining chair cars.

DIAMOND SPECIAL—Lv. 11:48 p. m.—

The Finest Overnight Train in the World

Ar. Chicago 7:43 a. m. Sleeping cars, free reclining chair cars and the de luxe *Salon Buffet* car. Valet, telephone, shower with spacious dressing room among the many innovations.

Trains enter Chicago along the beautiful Lake Michigan Shore to Central Station in the heart of the boulevard-hotel-theater district.

Ask for copy of our beautiful booklet "Chicago for the Tourist"—tells you what to see, where to go.

Detailed information quickly and courteously furnished on telephone or personal inquiry of

City Ticket Office, 324 N. Broadway, Phone Olive 2032

Union Station Ticket Office, 18th and Market Sts., Phone Main 4700

Address mail inquiries to F.D. Miller, A.G.P.A., Illinois Central R. R., 910 Planters Bldg., 408 Pine St., St. Louis, Mo.

Illinois Central

THE ROAD OF TRAVEL LUXURY

Retail Merchants!

VISIT RICE-STIX ST. LOUIS

During the Market Season

Select From Our Large Merchandise Assortments _____

Rice-Stix is well prepared to again demonstrate its dominance in the dry goods industry. : : : : : : : :

Fall stocks throughout thirty-seven departments are now in readiness for your market visit. : : : : : : : :

Assortments Never Before So Complete_____

Never before were they more complete—never before in varieties or values have they shown the fine results of expert thought and planning as they do for Fall 1925. : : : : : : : :

The products from our twenty-six factory units continue to demonstrate the high manufacturing standards that characterize them.

The value of prompt and efficient service becomes greater each season. Rice-Stix merchandise service has been thoughtfully developed to the highest degree of perfection. : : : : :

Plan Now to Visit St. Louis During The Market Season_____

Plan now to visit St. Louis during this market season. Bring home to your business new ideas, fresh enthusiasm, and a closer knowledge of conditions that this trip will bring you. : : :

When you visit St. Louis make Rice-Stix your headquarters. We will provide well for your comfort and convenience. : : :

Rice-Stix - St. Louis, U. S. A.

Operating 26 Factory Units

**Market Season
Attractions in
St. Louis**

American Retailers' Convention_____

The semi-annual convention of the American Retailers' Association will be held in St. Louis during the week beginning August 3rd. : : :
An elaborate program has been arranged to include educational sessions in which informative and constructive subjects pertaining to retail business will be discussed. : : :
The program will also include a Banquet on the cool roof of the City Club and an evening at the beautiful Municipal Theatre. : :

The Fashion Pageant_____

The gorgeous Fashion Pageant will be held this season in the new Garden Theatre designed and built especially for this event. :
Here under most inspiring and favorable conditions the modes for next season will be revealed to you on beautiful living models and with this knowledge, you can select wisely and well your stock of women's ready-to-wear and accessories. : : : : : : : :
The dates for the Fashion Pageant are August 4th to 21st inclusive. : : : : :

Municipal Opera_____

For the first time in St. Louis the Municipal Opera will run concurrently with the Fall market season. This has been made possible by the new Garden Theatre, built especially to house the Fashion Pageant. : : : : :
St. Louis has planned well for your entertainment and visiting merchants can now enjoy the splendid relaxation that witnessing tuneful and beautiful light opera in the open brings to one. : : : : : : : : : : :
Rice-Stix will be glad to offer their services in securing desirable seats for those who wish to attend. : : : : : : : : : :

The Dominant House in the Dry Goods Industry

UNIVERSITY OF ILLINOIS-URBANA



3 0112 083011061